

Best practices in effective designs
for the administration of federal elections

Section 2: Voter information materials

Draft: May 2007

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Voter information

The general election voter information prototypes shown on the following pages are based on Voluntary Voting System Guidelines (VVSG), Americans with Disabilities Act guidelines (ADA), information design principles, and usability testing. These best practices, principles, and tests lead to the following key criteria and goals:

- Design for all voters: Emphasize voter needs over administrative and vendor requirements.
- Use clear, concise language (simple language) for all content.
- Use color functionally to emphasize and instruct
- Use illustrative diagrams that accurately reflect voting technology and equipment to clarify instructions and processes.
- Use upper and lower case sans serif type, set left aligned at the sizes outlined in the specifications, for readability.
- Use one language per item, which is recommended practice. To meet usability standards, display no more than two languages simultaneously.

For other recommendations, see the Design and Samples sections.

Digital files and downloads

Electronic versions of these files are available at www.eac.gov/directory_name.

The files are provided in two formats: Acrobat (.pdf) and InDesign (.indd).

Note: The use of any specific product or vendor is not an endorsement of that product or vendor. The design standards illustrated throughout this document do not rely on specific software, products or vendors. For copyright reasons, the EAC cannot supply you with the fonts used in the InDesign files. They are from the Univers family and are available from numerous suppliers.

Research findings

Detailed findings that support voter information design best practices can be found in Section 7: Research and at www.eac.gov/directory_name.

Section organization

This section has three parts: (1) planning; (2) one-language voter information design best practices and samples; and (3) two-language voter information design best practices and samples.

Planning

The Planning section (pages x–x) outlines how to incorporate resources into your voter information development and production process; in what areas those resources may be of assistance; and when those activities should occur. It also offers tips on possible challenges and opportunities. These suggestions apply to both one-language and two-language materials. Also, included is a table listing all the voter information materials by name, item ID number, which are HAVA required, recommended formats, estimated costs, production times and which production methods and materials are “greener”.

Design

For both one-language (page x) and two-language materials (page x), prototypes are illustrated. Production specifications detailed, and items of note are under the Discussion heading.

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Planning process

The planning table on the following page outlines additional resources and steps that can be taken to ensure that ballot content and design best serve the voter.

Planning goals

These additional resources can help ensure that

- Content is easily understood by all voters, including those with low vision and literacy issues.
- The visual organization and presentation of the content supports ease of use and confidence in the process.
- Any necessary translations are accurate and sensitive to cultural differences in language and expression.

Planning value by role/resource (page 2.5)

- *Simple language expert* ensures that instructions and other ballot content are written in the most effective manner to help all voters (not just low-literacy voters) understand and follow instructions, and feel confident that they have properly cast their ballots.
- *Information designer* organizes the ballot content—text, graphics, illustrations—in a manner that is clear, simple, and functional, and that supports and enhances the voter’s comprehension of the content and voting process. (Note: The design field is very broad; it is important to work with a designer who has expertise in the organization and presentation of complex information.)
- *Usability expert* works with the information designer to develop review, testing, and revision processes that improve the ballot’s overall effectiveness, accuracy, and usability.
- *Translator* ensures proper grammatical, syntactic, and structural character of the content, and appropriate use of local dialect variations. Accurate translations are vital for non-English-speaking voters, and online translations are often misleading, unclear, or simply wrong. The EAC can provide some model translations.
- Cultural expert reviews translated material to ensure that the translations are accurate and culturally relevant, and that their visual presentation is appropriate

Production planning table (pages 2.6–2.7)

This table provides decision support for the production of voter information materials by election officials. The complete voter information system has been organized vertically by production format (banners, table signs, etc.). Printing decisions, running horizontally at top, provide managers with a planning and execution framework.

More sustainable, or “green” reproduction options are color-coded (■). They may be more financially advantageous than less sustainable solutions for a given jurisdiction. Cost, process, fabrication and production schedules and storage data were provided by vendors and manufacturers.

Before election cycle

<i>Resources</i>	<i>Planning, design, and usability activities</i>	<i>Tips</i>
Election Official	<p>Use current election to establish baseline for future work you are planning. Get voter feedback before starting not just afterwards. (EAC can provide a revised satisfaction survey.)</p> <p>Establish an approval process/team. Determine who must sign off on improvements at each phase.</p>	
Election Official	<p>Choose an objective, professional resource to take ownership of information design challenges.</p> <p>Simultaneously hire a designer and a usability professional who can offer additional feedback.</p> <p>Partner with a policy advisor who can help guide design improvements through the necessary legislative processes.</p>	<p>Whenever possible, hire a local person who will be able to meet with you and your extended production team (vendors, printers, etc.).</p> <p>Provide the designer with poll worker training, as well as any feedback from voters or poll workers.</p> <p>Provide the designer with a complete list of current election documents and legal requirements.</p>
Designer and Usability Expert	<p>Review and become familiar with election design standards and recommendations.</p> <p>Understand variance between EAC best practices and local requirements for poll worker and voter materials.</p>	
Election Official	<p>Estimate value of design improvements.</p> <p>Gauge impact of the redesign process during the next election planning cycle.</p>	

During election cycle

<i>Resources</i>	<i>Content development activities</i>	<i>Tips</i>
Simple Language Expert	Edit final English-language content for low-literacy voters.	The EAC has some translations that can be leveraged and modified, but you will need expert assistance on referendum.
Translator	Translate content for non-English-speaking voters.	<p>Understand the translator's requirements before the election: data formats, time line, etc.</p> <p>Have a third-party expert review the translated materials after the initial draft. Legal may need to review the materials after simple language and design have been incorporated.</p>
Alternative language/cultural expert	Review translated content in each alternative language for cultural relevancy.	Translation services may not be aware of possible cultural sensitivities of translated material.
Designer	Election official provides designer with final content for different materials, in English and other languages, after they have been reviewed by simple language and cultural experts.	

Mandate	Item	File ID#	Display method	Paper options	Recommended vendor options		
HAVA	Voters’ Bill of Rights	010	Use retractable banner stand with storage bag (approx. \$95) <i>or</i> portable stand (approx \$60; no storage bag)	PVC-free synthetic paper	Offset printer		
HAVA	General information (voting violations)	020					
HAVA	Special voting rules	030		Ecological banner fabric	Digital print vendor		
HAVA	Voting instructions	040					
	Vote here banner vertical	170	Use banner stand <i>or</i> hang with ties (grommets required)	30% post-consumer waste recycled text stock	Digital print vendor		
	Vote here banner horizontal	180		Vinyl	Digital print vendor		
HAVA	Sample ballot (door format)	051	Tape to door	PVC-free synthetic paper	Offset printer		
	Sample ballot (wall format)	053	Tape to wall				
		Sample ballot (tabletop format)	052	Stand on tables (folded cards)	100% post-consumer waste recycled stock	Offset printer	
HAVA	Voting instructions (tabletop format)	042					
	Information (tabletop format)	132	Generic card stock		Digital print vendor		
	Vote by paper ballot (tabletop format)	142					
	Vote by touchscreen (tabletop format)	152					
	Return ballot (tabletop format)	162					
	Voters’ Bill of Rights (binder format)	011*	Add to binder	PVC-free synthetic paper	Offset printer		
	Voting violations and penalties (binder format)	021*	Add to binder				
	Voting instructions (booth format)	041	Tape inside voting booth				
HAVA	Polling place information	060*	Tape to door/wall				
	Precinct identification	070*					
	Vote here	080*		100% post-consumer waste recycled text stock	In-office color ink jet printer		
	Election official stickers	090*	Stick on poll workers				
HAVA	Accessible entrance (left directional)	100	Tape to wall <i>or</i> hang from edge of registration table			30% post-consumer waste recycled text stock	Digital print vendor
HAVA	Accessible entrance (right directional)	101					
HAVA	Restricted entrance	110					
	No cell phone	120					
	Information	130					
	Vote by paper ballot	140					
	Vote by touchscreen	150					
	Turn in ballot here	160					

Fabrication time	Cost	Longevity	Environmental impact	Trade-offs
7-14 days	250 qty: \$50 per sign 500 qty: \$28 per sign 1500 qty: \$15 per sign	6-12 years if materials are stored in sealed poster tubes	Paper is 100% recyclable (at specific recycle facilities), waterproof, long lasting, durable; clean production and printing	Paper requires offset printing, extra drying time and special inks; sheet size is not large enough for the "Vote here" banner
5-6 days	\$42 per 2 language sign (larger size) \$22 per English only \$98 per banner	6-12 years if materials are stored in sealed poster tubes	Eco-friendly printing methods; uses less ink; material is lightweight and flame-resistant	A second material will be required for table cards
2-3 days	\$48 per 2 language sign (larger size) \$24 per English only	1-2 years	Paper comprised of minimum recycled stock; printing method is not eco-friendly	Material has short shelf life (will need to be reprinted more often, creating more waste)
2-3 days	\$48 per 2 language sign \$24 per English only \$68 for large banner	6-12 years	Material is not eco-friendly	Paper offers longevity at the expense of environmental responsibility
7-14 days	250 qty: \$26 per sign 500 qty: \$17 per sign 1500 qty: \$8 per sign	6-12 years if materials are stored flat in archival boxes	Paper is 100% recyclable (at specific recycle facilities), waterproof, long lasting, durable; clean production and printing; tape is easily removed	Paper requires offset printing, extra drying time and special inks
7-14 days	250 qty: \$11 per sign 500 qty: \$6 per sign 1500 qty: \$3 per sign	3-5 years if materials are stored flat in archival boxes	100% recycled stock (no new trees cut); 100% recyclable	Fiber-based paper may be prone to tears and weakness at folds; tape can rip paper when removed for storage
2-3 days	\$4 per folded table card	1-3 years	Paper stock has no post-consumer waste fibers	Typical mass-market vendor doesn't have recycled stock available
7-14 days	250 qty: \$16 per sign 500 qty: \$9 per sign 1500 qty: \$5 per sign	6-12 years if materials are stored flat in archival boxes	Paper is 100% recyclable (at specific recycle facilities), waterproof, long lasting, durable; clean production and printing; tape is easily removed	Paper requires offset printing, extra drying time and special inks
Immediate	\$165 per 5,000 sheets/ 10 reams of paper = \$ 0.30 sheet	3-5 years if materials are stored flat in archival boxes	100% recycled stock (no new trees cut); 100% recyclable	Solution is dependent on election official's in-house resources (requires special paper) but control over production quantities is a plus
2-3 days	\$ 0.50 per sheet	1-3 years	Paper comprised of minimum recycled stock; printing method is not eco-friendly	Material has short shelf life (will need to be reprinted more often, creating more waste)

Design: one language

On pages xx–xx design best practices for voter information materials are illustrated and their production specifications detailed. These samples are based on are based on Voluntary Voting System Guidelines (VVSG), information design principles and usability testing.

Voter information categories

Voter information materials are presented in the following categories:

- A** Identification
- B** Wayfinding (e.g. directions to accessible entrances)
- C** Information and Instruction

Illustrations and production specifications for each item appear in this section. The digital versions of each item are available from the EAC web site. The file name(s) that were used to create the item are listed on the Overview (page xxx) and on each Specification page (pages xxx–xxx).

Digital files and downloads

Electronic versions of these files are available at www.eac.gov/directory_name.

The files are provided in two formats: Acrobat (.pdf) and InDesign (.indd).

Each item has a unique identification number and file name. For example, the English-language information poster Acrobat file is named “130_E_Info.pdf”.

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How to reproduce these materials

Many of the items illustrated in this section can be reproduced and used without making any text changes to the digital document file. They can be printed by an office printer with color capabilities, or, for the larger format items, be reproduced by a vendor with digital printing capabilities.

- *If you don’t need to make any changes to an item, download the Acrobat file.* An Acrobat file always ends in “.pdf”. For example, if you want to reproduce the Information poster (item “130_E_Info”, page xxx) download and print out the Acrobat file (130_E_Info.pdf) or supply that file to a vendor with digital printing capabilities.

Local vendors with digital printing capabilities often include printing firms and copy and duplicating service shops. “Digital printing capabilities” means they can accept a digital file and “out put” it or print it on an appropriate display material (see pages xxx–xxx). “Digital printing” often means ink jet printing. Even traditional “copy shops” often now have digital output capabilities.

- *If you need to make text or illustration changes to an item, you will need to edit the Indesign file.* InDesign files end with “.indd”. Illustration files end with “.eps”. Much of the text used in this section’s samples may, or may not, be appropriate for your jurisdiction and/or the voting equipment. To edit text or illustrations and prepare files for reproduction, there are additional steps that must occur before the materials are ready for reproduction.

To edit files ending with “.indd” or files ending in “.eps”, you will need to have access to Adobe InDesign page layout software and to software that can edit .eps files (e.g. Adobe Illustrator). Working with a vendor who has access to—and expertise in—these software programs is recommended (local designers and design firms and printers may be suitable resources).

Alternatively, these items can be recreated in other page layout programs using the production specifications provided with each sample; the Acrobat .pdf files as a visual guide; and, if appropriate, the illustration files provided (those files ending in .eps). Using non-layout programs, such as those commonly used to write word-only documents, is not appropriate or recommended.

Specifications

All production specifications, including type face, type size, leading, line weights, tint fills and distances between elements are included.

Discussion

Notes, comments and references such as production best practices and legislative requirements may be listed under this heading. Discussion immediately follows Specifications.

Research findings

Additional research findings that further support the design best practices can be found in Section 7: Research and at www.eac.gov/directory_name

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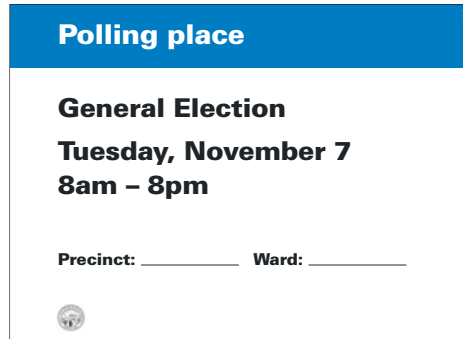
A Identification banner, posters and name tags



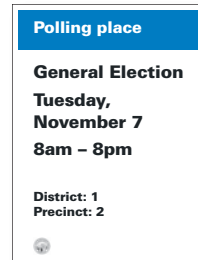
180 Vote here banner



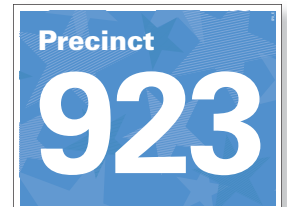
080 Voter here poster



060 Polling place ID



061 Polling place ID



070 Precinct ID

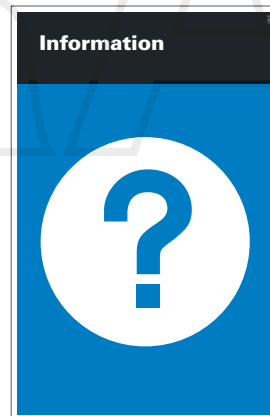


090 Poll worker ID badges

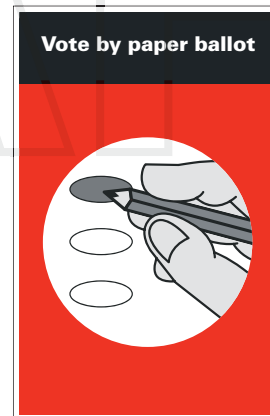
B Wayfinding posters



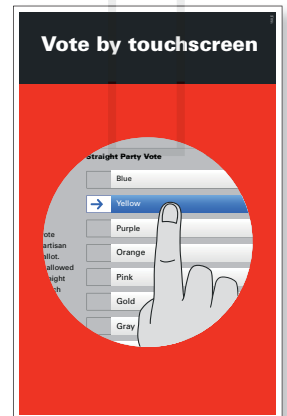
100 and 101 Access



130 Information



140 Vote by paper ballot



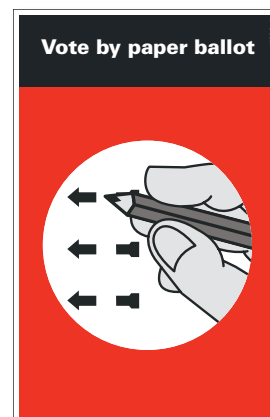
150 Vote by touchscreen



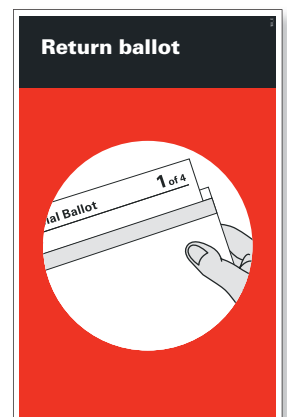
110 No entry



120 No cell phones

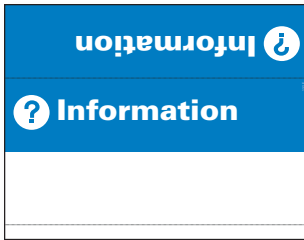


140 Vote by paper ballot

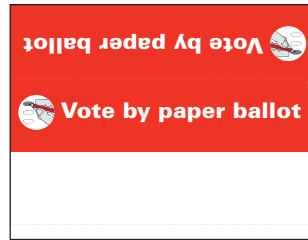


160 Return ballot

B Wayfinding, tabletop formats



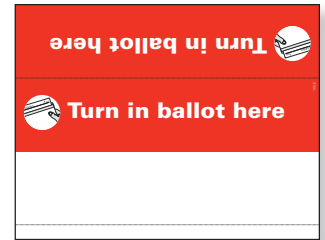
132 Information



142 Vote by paper ballot

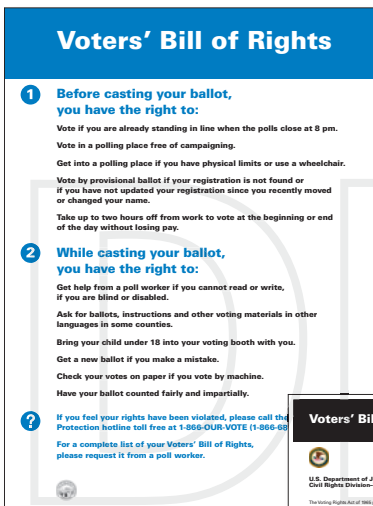


152 Vote by touchscreen

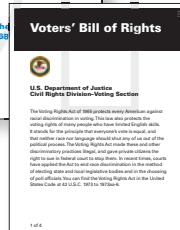


162 Turn in ballot

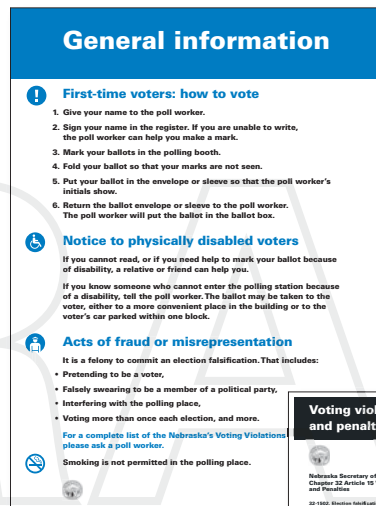
C Information and instruction, posters, binder pages, and tabletop formats



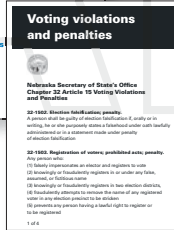
010 Bill of Rights



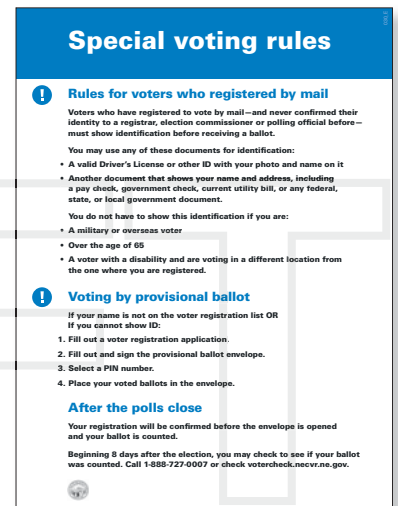
011 Bill of Rights binder



020 Information



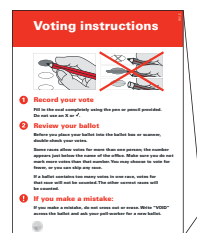
021 Information binder



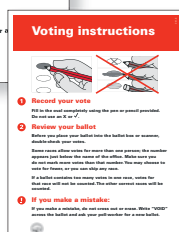
030 Special Rules



040 Voting instructions



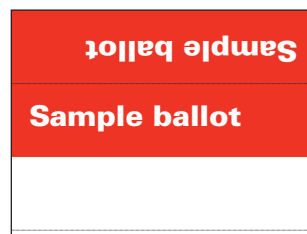
042 Voting instructions



041 Voting instructions



051 Sample ballot ID



052 Sample ballot ID



12.5% actual size

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Exterior banner specifications

File: 180_E_HorizBanner

Dimensions: 54" x 11"

1 Title

Type: Univers 93 Extra Black Extended,
size 418 pt., tracking 0, 100% white.

2 Subtitle

Type: Roman alphabets Univers 55, size 103 pt.,
tracking 0, 45% 285.

Other: Cap height max 1", 45% 285.

3 Background

Place file: starfield.eps

4 Item ID number

Type: Univers 55,
size 20 pt., tracking 0, 100% white.

Discussion

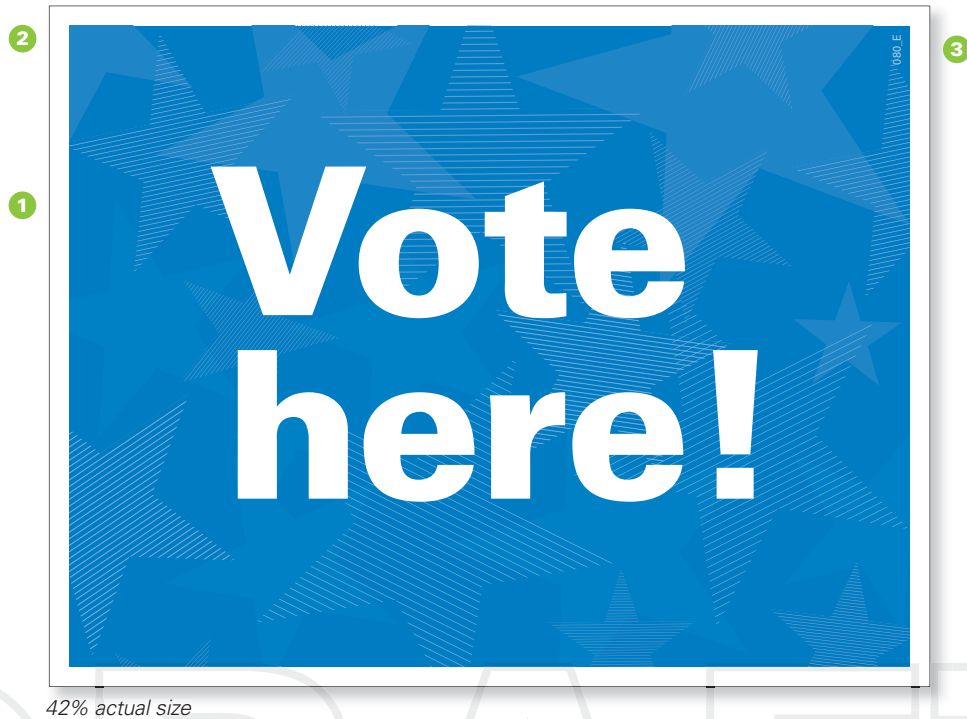
Banners are for exterior use and may be hung horizontally or vertically.

If printed on weatherproof material, banners should last 5-10 years.

Message and graphics connote positive atmosphere. Consistent identification helps polling place appear organized—helps to lend credibility to voting experience.

Alter translations based on preferred alternate languages,

Clearly visible polling place identification is particularly important when districts have been recently revised.

**Exterior door/window poster specifications**

File: 080_E_VoteHere
Dimensions: 8.5" x 11"

1 Title

Type: Univers 75, size 200 pt., tracking -35,
100% white.

2 Background

Place file: starfield.eps

3 Item ID number

Type: Univers 55,
size 10 pt., tracking 0, 100% white.

Discussion

Message and graphics connote positive atmosphere. Consistent identification helps polling place appear organized—helps to lend credibility to voting experience.

Place signs on or near entryway to room where voting takes place and at eye level.

No editing of information necessary.

Smaller signs reinforce exterior banners. Strategic repetition of signs helps guide voters and provide assurance.

2

1

Polling place

3

General Election


Tuesday, November 7

8am – 8pm

4

Precinct: _____ Ward: _____

5



20% actual size

Polling place identification specifications

File: 060_E_PollingPlace

Dimensions: 18" x 24"

1 **Title**

Type: Univers 75, size 105 pt., tracking -15, 100% white.

2 **Background**

100% 285 fill, 3.375" from top edge

3 **Information**

Type: Univers 75, size 100 pt., leading 130 pt., tracking -15, 100% black. Space after paragraph: .5 in.

4 **Precinct/Ward**

Type: Univers 55, size 63 pt., tracking 0, 100% white

5 **Item ID number**

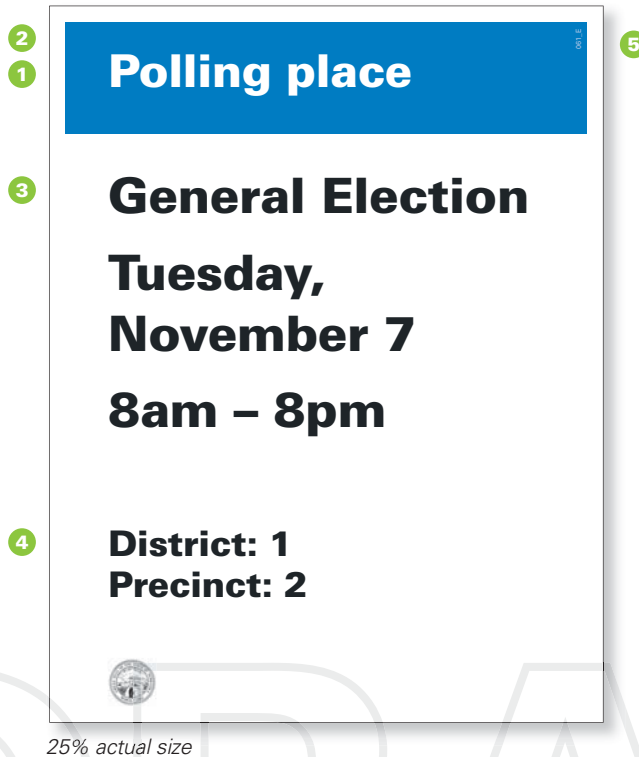
Type: Univers 55, size 18 pt., tracking 0, 100% white

Discussion

Precinct, hours and date information is required by HAVA. Template can be produced in quantity to reduce costs.

Hand-written information should be legible and of a similar size and weight of the printed text. Consider printing information via ink jet or laser printer on stickers that can then be applied to signs.

For exterior use and should be produced on weatherproof material



**Polling place identification—
door format specifications**

File: 061_E_PollingPlace

Dimensions: 8.5" x 11"

1 Title

Type: Univers 75, size 50 pt., tracking -10, 100% white.

2 Background

100% 285 fill, 2" from top edge, 0.25" margin top and side edges.

3 Information

Type: Univers 75, size 54 pt., leading 67 pt., tracking -15, 100% black. Space after paragraph: .25 in.

4 District/Precinct

Type: Univers 75, size 39 pt., leading 46 pt., tracking -10, 100% white.

5 Item ID number

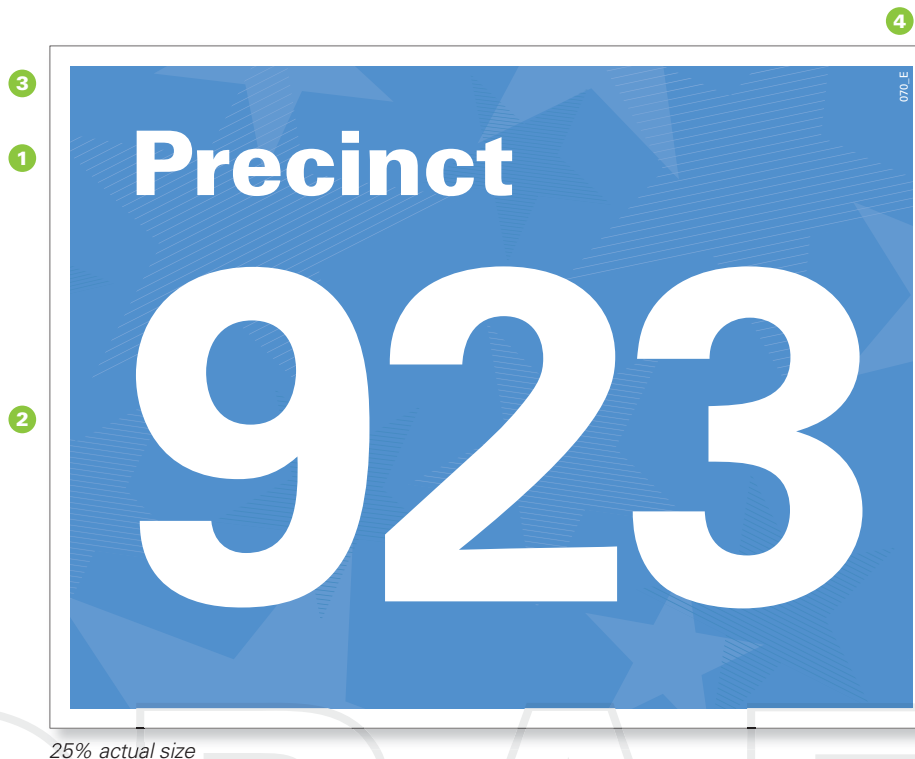
Type: Univers 75, size 15 pt., tracking 0, 100% white.

Discussion

Precinct, hours and date information is required by HAVA. Template can be produced in quantity for reduced costs.

Hand-written information should be legible and of a similar size and weight of the printed text. Consider printing information via ink jet or laser printer on stickers that can then be applied to signs for accurate localization.

For interior use, place at eye-level (approximately five feet above ground).

**Precinct identification specifications**

File: 070_E_Precinct

Actual dimensions: 11" x 8.5"

1 Title

Type: Univers 75,
size 80 pt., tracking -15, 100% white.

2 Precinct number

Type: Univers 65,
size 425 pt., tracking -30, 100% white.

3 Background

Place file: starfield.eps

4 Item ID number

Type: Univers 55, size 10 pt., tracking 0,
100% white.

Discussion

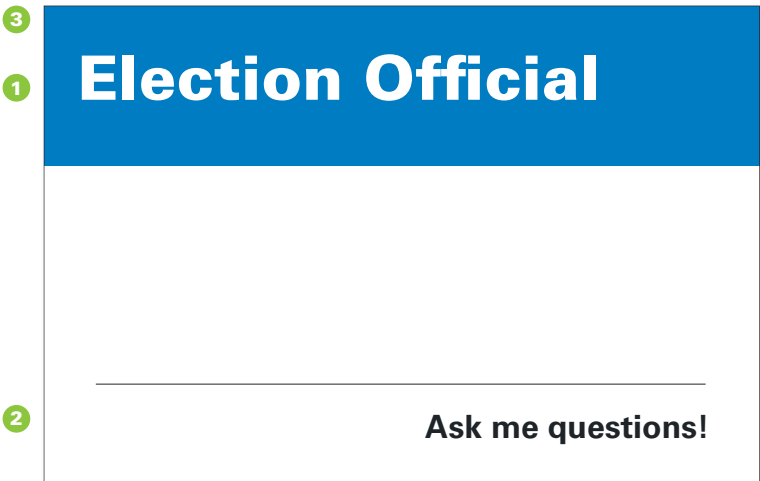
This information is HAVA required.

Precinct can be replaced with applicable
division name.

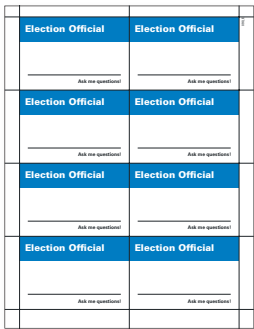
This poster can also guide voters when more than
one precinct is located in the same polling place.

Place near precinct-specific poll workers on
freestanding sign holder. For example, at the
beginning of a voting line, near the voting booths
or appropriate ballot box.

For exterior/interior use, place at eye-level.



detail, 100% of actual size



15% actual size

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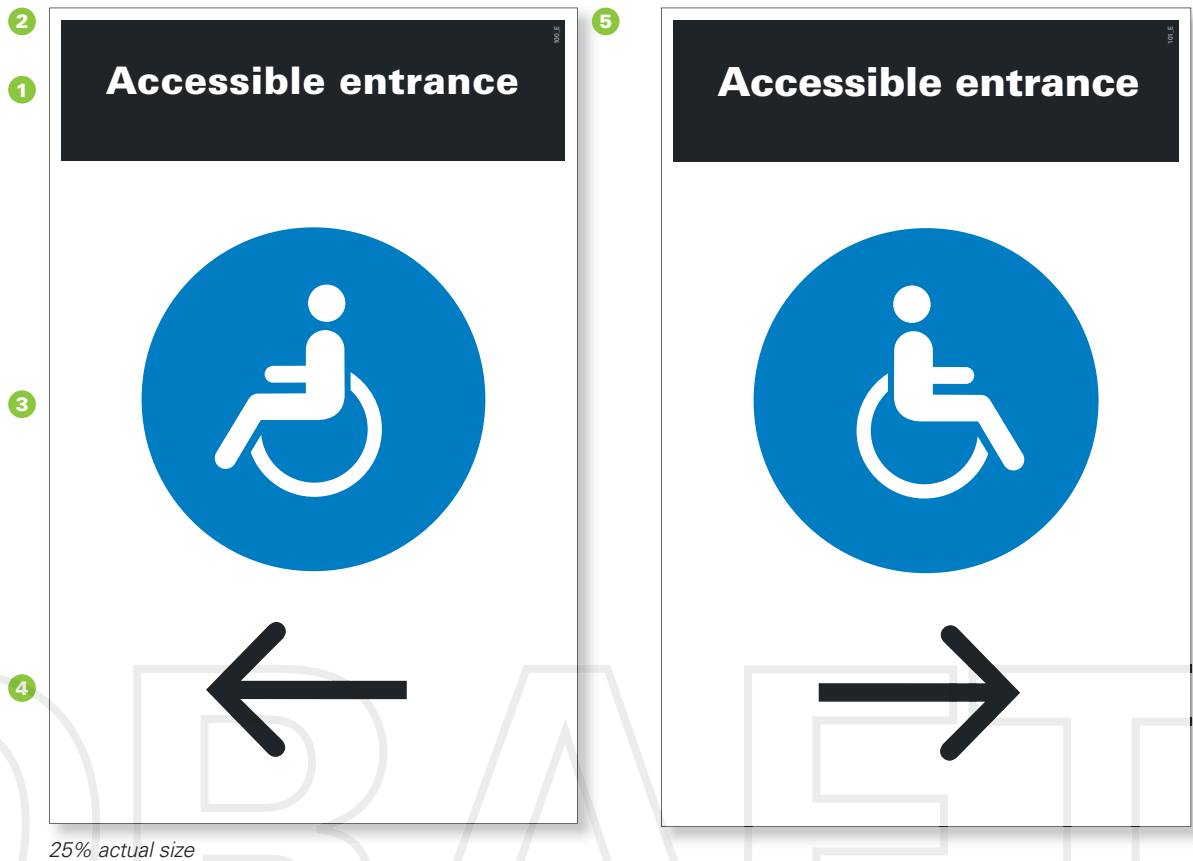
Poll worker identification specifications

File: 090_E_Pollworker
Actual dimensions: 8 per 11" x 8.5"

Discussion

These may be printed on an office printer using commonly available adhesive labels or name badges.

- 1 Title**
Type: Univers 75,
size 23 pt., tracking -15, 100% white.
- 2 Ask me questions!**
Type: Univers 65,
size 16 pt., tracking 0, black.
- 3 Band**
100% 285
- 4 Item ID number**
Type: Univers 75, size 8 pt., tracking 0,
100% white.



Accessible entrance specifications

Files:

100_E_AccessL

101_E_AccessR

Dimensions: 11" x 17"

1 Title

Type: Univers 75,
size 57 pt., tracking 0, 100% white.

2 Background

100% black fill, 3" from top edge,
0.25" margin top and side edges.

3 Icons

7.25" diameter, 100% 285

4 Arrow

3" in height, 100% black.

5 Item ID number

Type: Univers 55, size 10 pt., tracking 0,
100% white.

Discussion

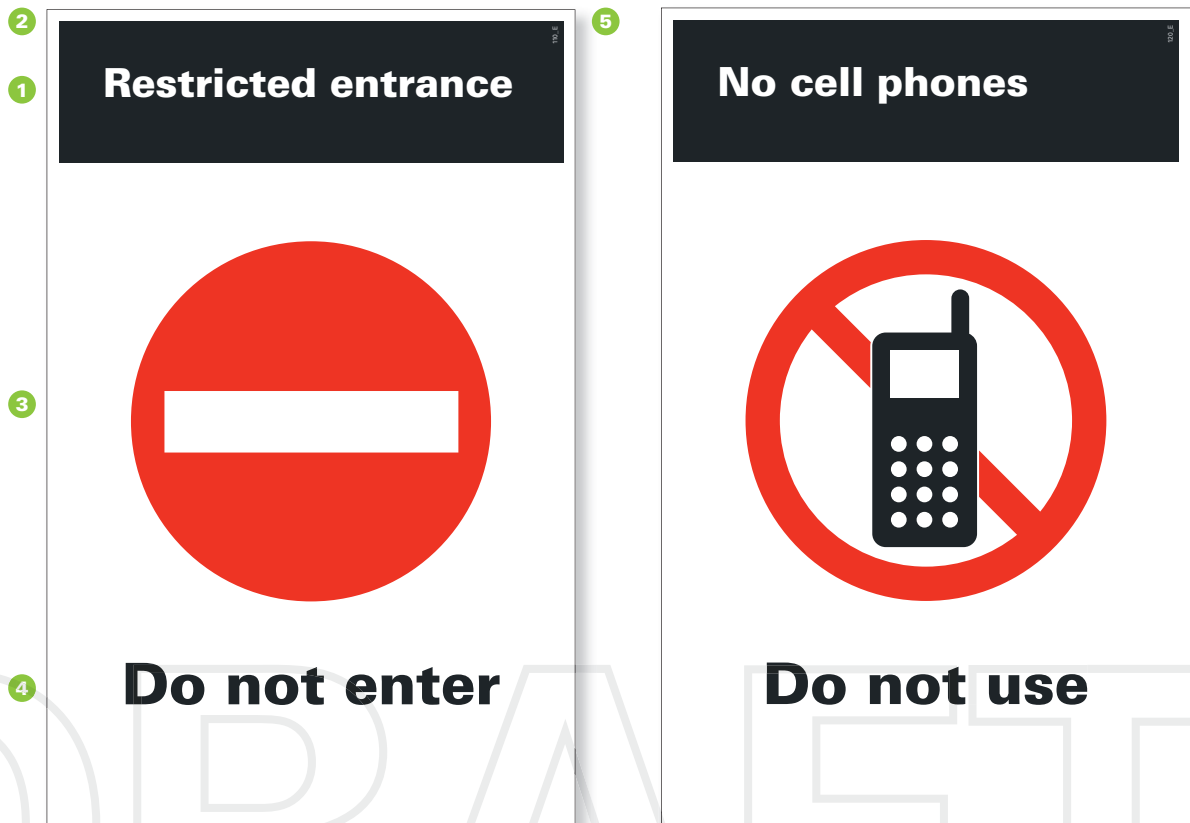
This information is HAVA required.

Primarily used for older buildings, newer buildings should be ADA compliant.

Place directional signs at main entrance.

To identify accessible entrance remove arrow or use Vote here! poster (File: 080_E_VoteHere)

For interior use; place at eye-level (approximately five feet above ground).



25% actual size

Do not enter, No cell phones specifications

Files:

110_E_NoEnter

120E_NoCell

Dimensions: 11" x 17"

1 Title

Type: Univers 75,
size 57 pt., tracking 0, 100% white.

2 Background

100% black fill, 3" from top edge,
0.25" margin top and side edges.

3 Icons

7.25" diameter, 100% 1795

4 Instructions

Type: Univers 75,
size 57 pt., tracking 0, 100% black.

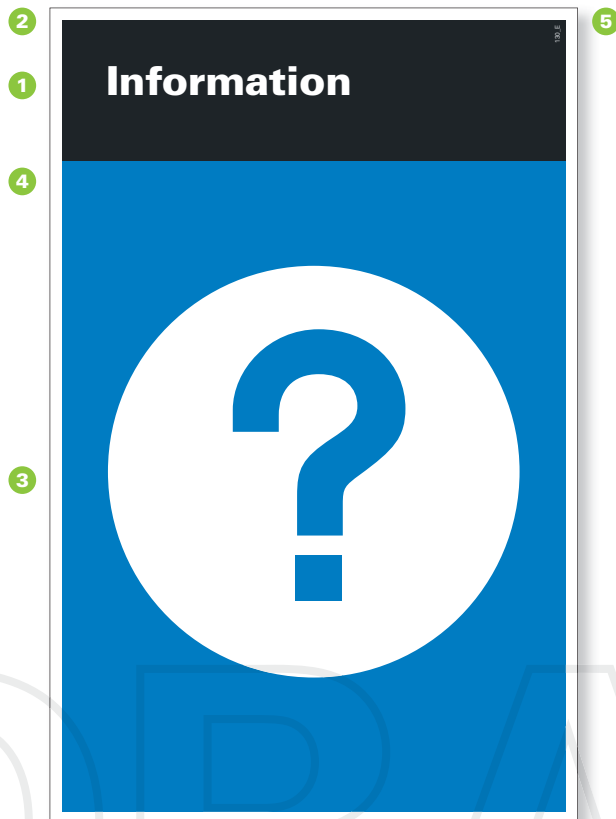
5 Item ID number

Type: Univers 55, size 10 pt., tracking 0,
100% white.

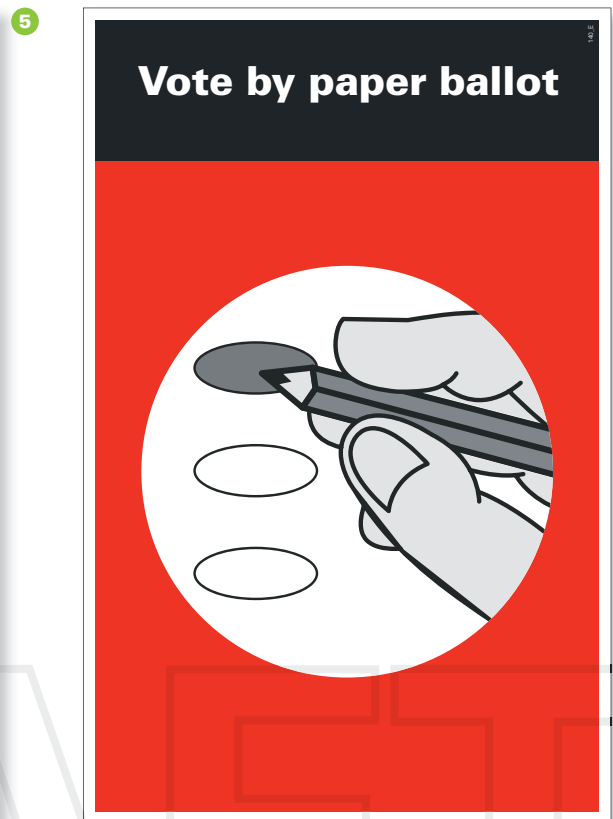
Discussion

The restricted entrance information is required
(if applicable).

For interior use; place at eye-level (approximately
five feet above ground).



25% actual size



Information, Paper ballot specifications

Files:

130_E_Info

140_E_OpScan

Dimensions: 11" x 17"

1 Title

Type: Univers 75,
size 57 pt., tracking 0, 100% white.

2 Title background

100% black fill, 3" from top edge,
0.25" margin top and side edges.

3 Icons

all 8.5" diameter

Place files:

Info.eps

OpScan.eps

4 Background

100% 285 fill, 0.25" margin bottom
and side edges.

5 Item ID number

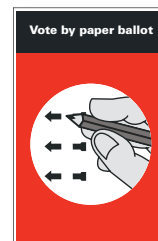
Type: Univers 55, size 10 pt., tracking 0,
100% white.

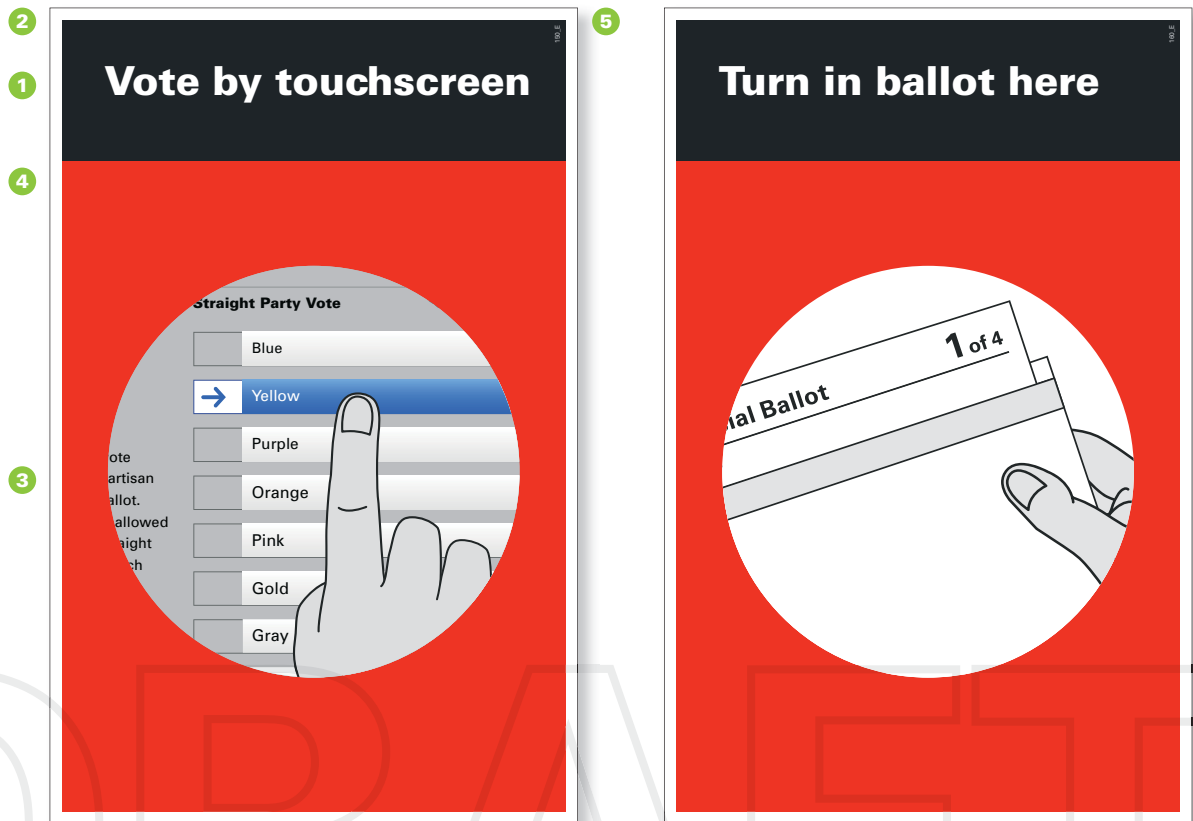
Discussion

Place at eye-level, as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Taping signs to table tops or fronts often offers insufficient visibility.

For interior use, place at eye-level (approximately five feet above ground) or higher.

For optical scan ballots that use an arrow to indicate a selection, use the file entitled: 140_E_OpScanAlt.





25% actual size

Wayfinding poster specifications

Files:

150_E_Touchscreen

160E_ReturnBallot

Dimensions: 11" x 17"

1 Title

Type: Univers 75,
size 57 pt., tracking 0, 100% white.

2 Title background

100% black fill, 3" from top edge,
0.25" margin top and side edges.

3 Icons

all 8.5" diameter
OpScan.eps
DRE.eps
Return.eps

4 Background

100% 285 fill, 0.25" margin bottom
and side edges.

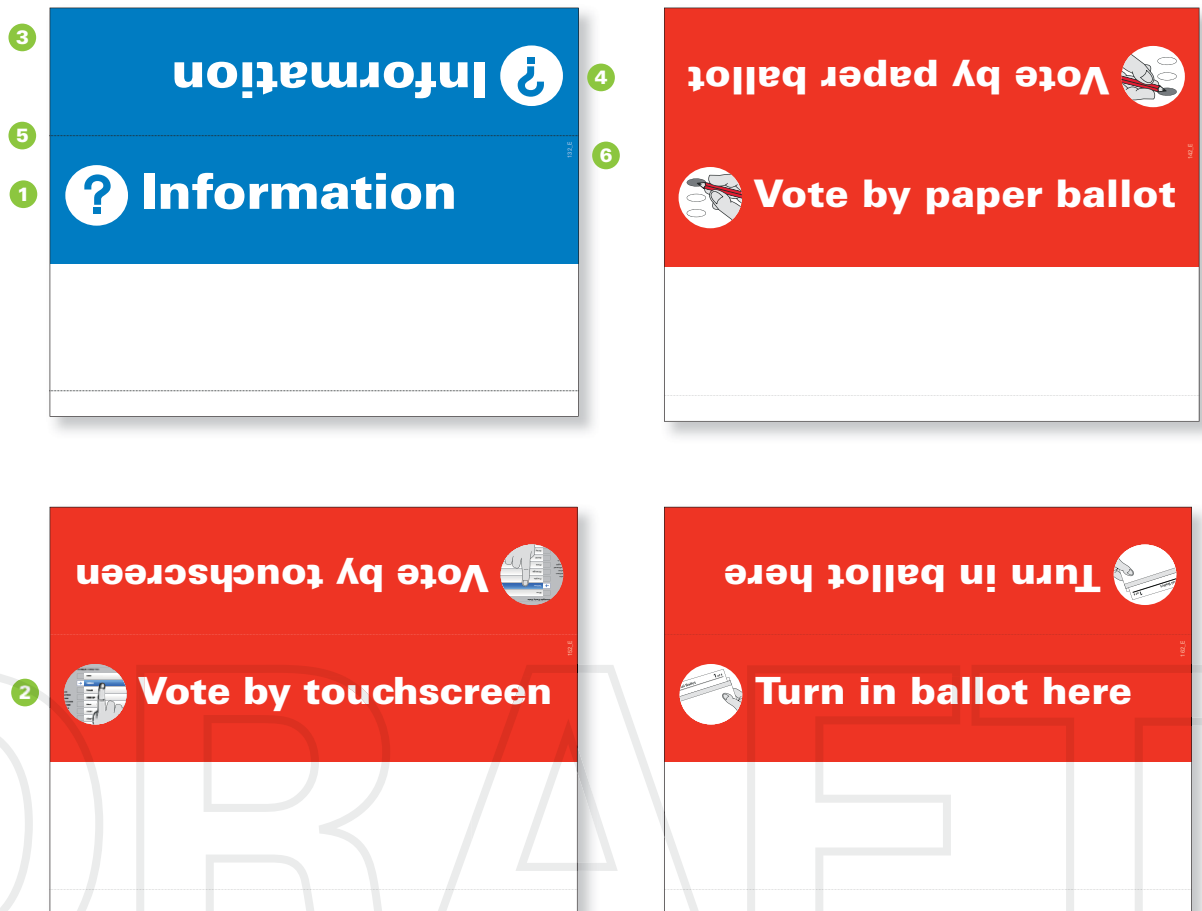
5 Item ID number

Type: Univers 55, size 10 pt., tracking 0,
100% white.

Discussion

Place as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Hanging signs from tabletops often offers insufficient visibility.

For interior use, place at eye-level (approximately five feet above ground) or higher.



27% actual size

Wayfinding—tabletop specifications

Files:

132_E_Info_Tabletop

142_E_OpScan_Tabletop

152_E_Touchscreen_Tabletop

162_E_ReturnBallot_Tabletop

Dimensions: 8.5" x 11"

1 Title: Information

Type: Univers 75 Black,
size 70 pt., tracking 0, 100% white

2 Title: others

Type: Univers 75 Black,
size 53 pt., tracking 0, 100% white.

3 Background

100% 285 fill or 100% 1795

4 Icons

1.1863" diameter, 0.75" from side

Files:

Info.eps

OpScan.eps

Touchscreen.eps

ReturnBallot.eps

5 Fold marks

2.75" and 7.75" from top

6 Item ID number

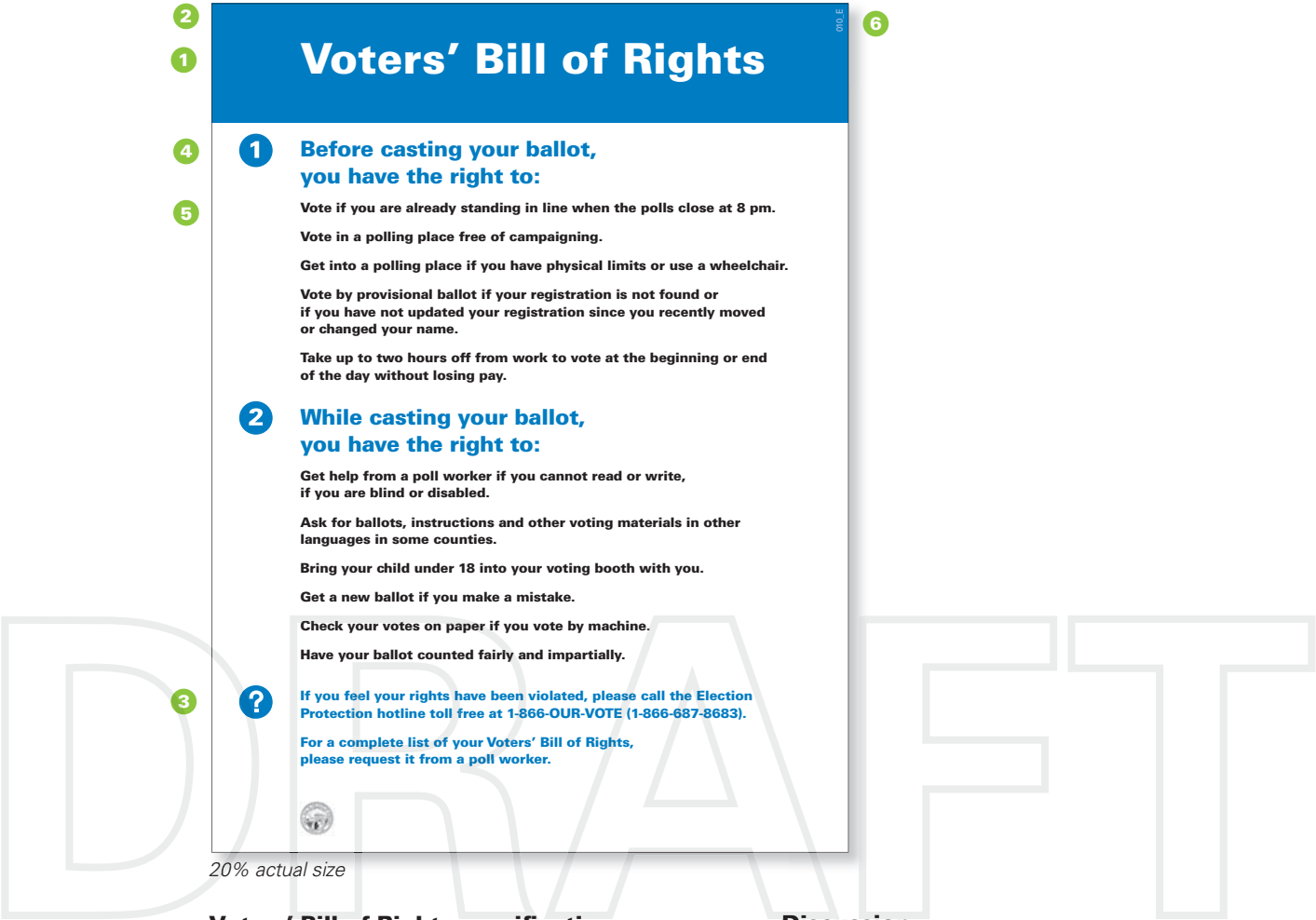
Type: Univers 55, size 11 pt., tracking 0,
100% white.

Discussion

Assembly: trim to 8" x 10", removing white margin.
Use fold marks to form triangular shape and attach
tab with tape.



assembled



20% actual size

Voters' Bill of Rights specifications

File: 010_E_Rights
Dimensions: 18" x 24"

- 1 **Title**
Type: Univers 75,
size 86 pt., tracking 0, 100% white.
- 2 **Background**
100% 285 fill, 3.375" from top edge,
- 3 **Icons**
0.875" diameter, 0.75" from left edge.
- 4 **Subhead**
Type: Univers 75,
size 44 pt., leading 55 pt., tracking 0, 100% 285.
- 5 **Text**
Type: Univers 75, 2.75" from left edge,
size 27 pt., leading 35 pt., tracking 0,
space after 2 picas, 100% black and 285.
- 6 **Item ID number**
Type: Univers 55, size 18 pt., tracking 0, 100% white.

Discussion

This information is HAVA required.

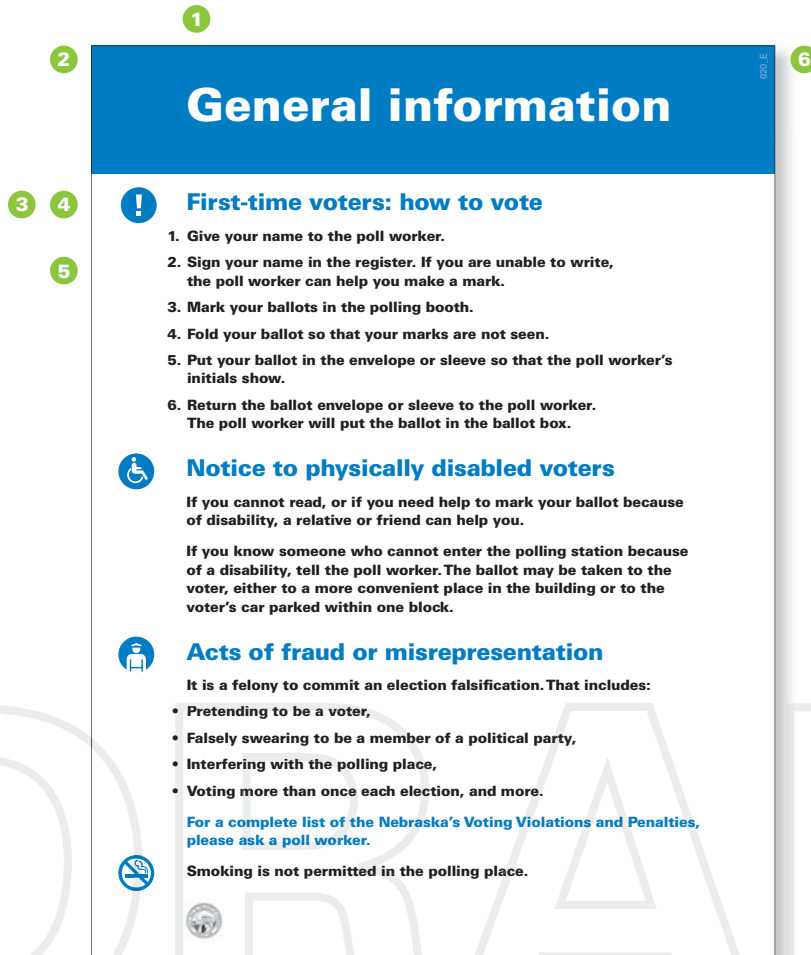
Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.

Organize information into 3-4 categories that can be highlighted, as shown here, to make sign easy to scan from a distance.

For interior use, mount on wall or place on stand.

Content needs to be modified for each state.



20% actual size

1 Voters' Bill of Rights specifications

File: 020_E_Info

Dimensions: 18" x 24"

1 Title

Type: Univers 75,
size 86 pt., tracking 0, 100% white.

2 Background

100% 285C fill, 3.375" from top edge,

3 Icons

0.875" diameter, 0.75" from left edge.

4 Subhead

Type: Univers 75,
size 44 pt., leading 55 pt., tracking 0, 100% 285.

5 Text

Type: Univers 75, 2.75" from left edge,
size 27 pt., leading 35 pt., tracking 0,
space after 2 picas, 100% black and 285.

6 Item ID number

Type: Univers 55, size 18 pt., tracking 0, 100% white.

Discussion

This information is HAVA required.

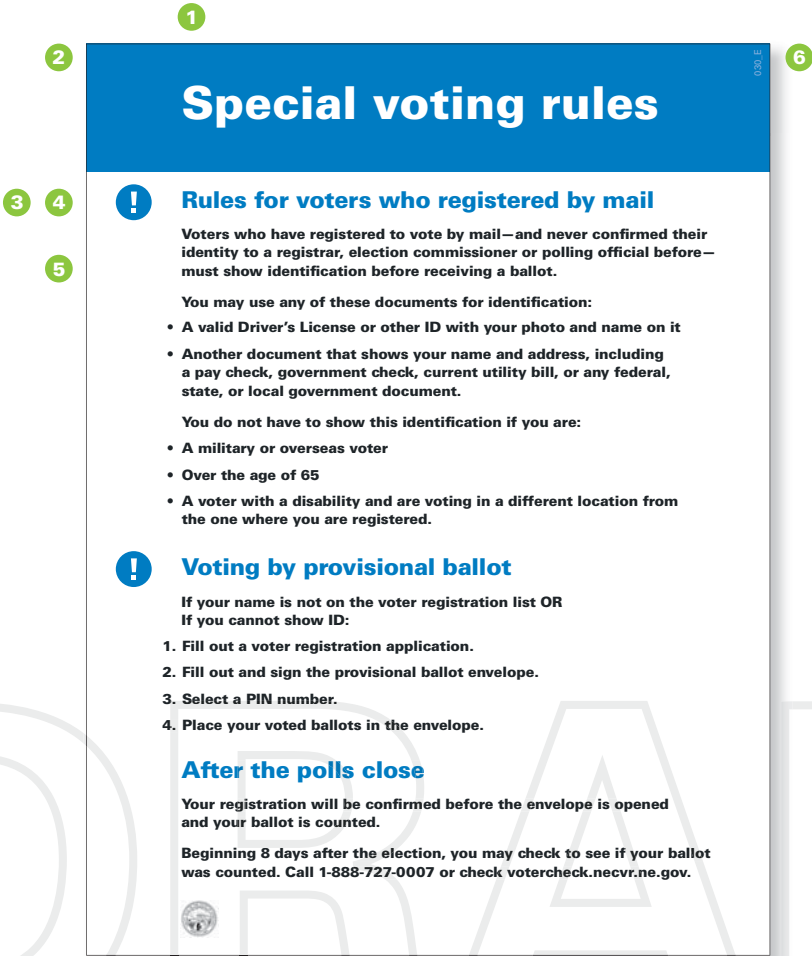
Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.

Organize information into 3-4 categories that can be highlighted, as shown here, to make sign easy to scan from a distance.

For interior use, mount on wall or place on stand.

Content needs to be modified for each state.



20% actual size

1 **Voters’ Bill of Rights specifications**

File: 030_E_SpecialRules
Dimensions: 18" x 24"

1 **Title**

Type: Univers 75,
size 86 pt., tracking 0, 100% white.

2 **Background**

100% 285C fill, 3.375" from top edge,

3 **Icons**

0.875" diameter, 0.75" from left edge.

4 **Subhead**

Type: Univers 75,
size 44 pt., leading 55 pt., tracking 0, 100% 285.

5 **Text**

Type: Univers 75, 2.75" from left edge,
size 27 pt., leading 35 pt., tracking 0,
space after 2 picas, 100% black and 285.

6 **Item ID number**

Type: Univers 55, size 18 pt., tracking 0, 100% white.

Discussion

This information is HAVA required.

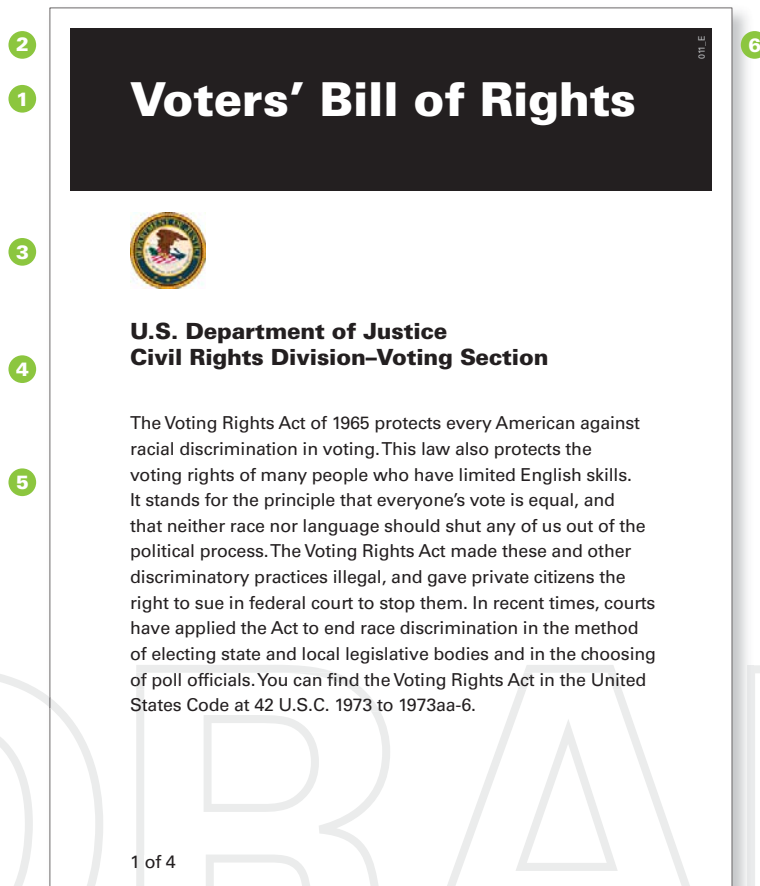
Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.

Organize information into 3-4 categories that can be highlighted, as shown here, to make sign easy to scan from a distance.

For interior use, mount on wall or place on stand.

Content needs to be modified for each state.



42% actual size

Voters' Bill of Rights—binder format specifications

Files: 011_E_Rights_Binder

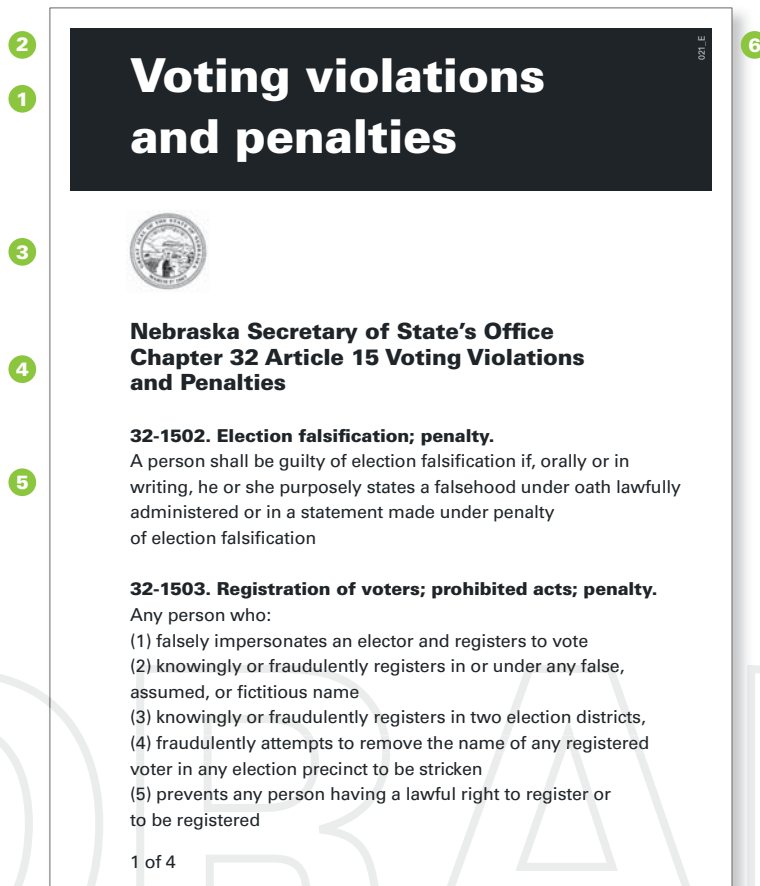
Dimensions: 8.5" x 11"

- 1 Title**
Type: Univers 75,
size 42 pt., tracking 0, 100% white.
- 2 Background**
100% black fill, 2.25" from top edge,
0.25" margin all edges.
- 3 State seal**
1" diameter, 1" from left edge
- 4 Subhead**
Type: Univers 75,
size 20 pt., leading 23 pt., tracking 0, 100% black.
- 5 Text**
Type: Univers 55,
size 16 pt., leading 23 pt., tracking 0, 100% black.
- 6 Item ID number**
Type: Univers 55,
size 8 pt., tracking 0, 100% white.

Discussion

Assembly: 3-hole punch and put in standard 3-ring binder

This format is a full text version of the poster format (page 23).



42% actual size

General information—binder format specifications

Files: 011_E_Rights_Binder

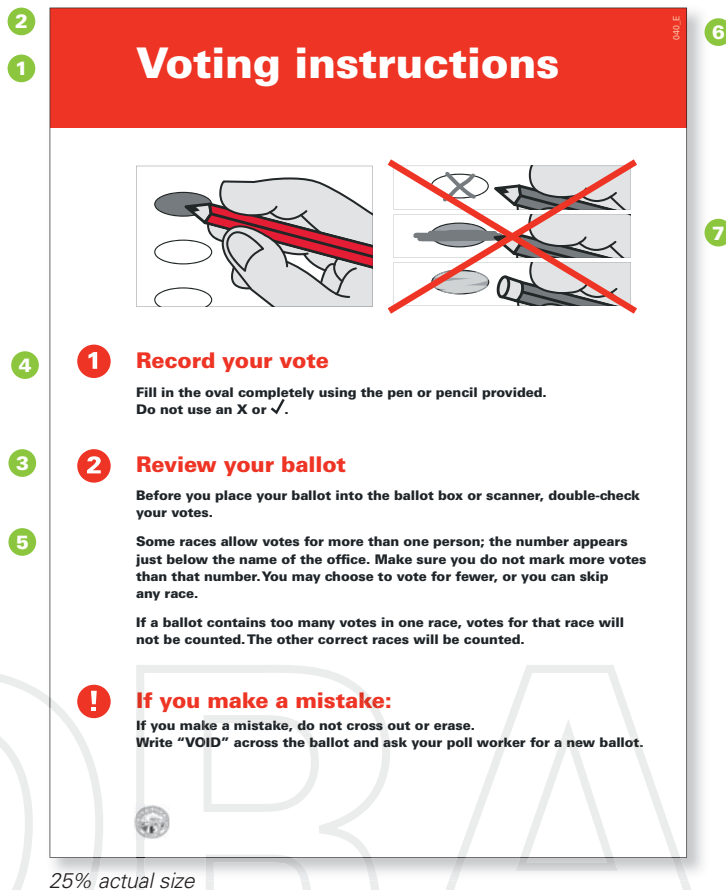
Dimensions: 8.5" x 11"

- 1 Title**
Type: Univers 75,
size 42 pt., tracking 0, 100% white.
- 2 Background**
100% black fill, 2.25" from top edge,
0.25" margin all edges.
- 3 State seal**
1" diameter, 1" from left edge
- 4 Subhead**
Type: Univers 75,
size 20 pt., leading 23 pt., tracking 0, 100% black.
- 5 Text**
Type: Univers 75 and 55,
size 16 pt., leading 23 pt., tracking 0, 100% black.
- 6 Item ID number**
Type: Univers 55,
size 8 pt., tracking 0, 100% white.

Discussion

Assembly: 3-hole punch and put in standard 3-ring binder

This format is a full text version of the poster format (page 24).



Voting Instructions poster specifications

File: 040_E_Instructions

Dimensions: 18" x 24"

- 1 Title**
Type: 86 pt. Univers 75, tracking 0, 100% white.
- 2 Background**
100% 1795 fill, 3.375" from top edge,
- 3 Icons**
0.875" diameter, 0.75" from left edge.
- 4 Subhead**
Type: Univers 75 Black,
size 44 pt., leading 55 pt., tracking 0, 100% 285.
- 5 Text**
2.75" from left edge
Type: 27 pt. Univers 75, leading 35 pt., tracking 0,
space after 2 picas, 100% black.
- 6 Item ID number**
Type: 20 pt Univers 75, tracking 0, 30% 1795.
- 7 Illustrations**
File: illus.eps

Discussion

This information is HAVA required.

For interior use, mount on wall or prop on stand and post near waiting area or where long lines may form

Content needs to be modified for each state and should be based on ballot type being used.

This poster is also available in an 8.5" x 11" format, see file: 041_E_Instructions_Booth.



Voting instructions

1 Record your vote
Fill in the oval completely using the pen or pencil provided. Do not use an X or ✓.

2 Review your ballot
Before you place your ballot into the ballot box or scanner, double-check your votes.
Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.
If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

If you make a mistake:
If you make a mistake, do not cross out or erase. Write "VOID" across the ballot and ask your poll-worker for a new ballot.

2 Review your ballot
Before you place your ballot into the ballot box or scanner, double-check your votes.
Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.
If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

1 Record your vote
Fill in the oval completely using the pen or pencil provided. Do not use an X or ✓.

If you make a mistake:
If you make a mistake, do not cross out or erase. Write "VOID" across the ballot and ask your poll-worker for a new ballot.

41% actual size

Voting Instructions—tabletop specifications

File: 042_E_Instructions

Dimensions: 18" x 24"

- 1 Title**
Type: 86 pt. Univers 75, tracking 0, 100% white.
- 2 Background**
100% 1795 fill, 3.375" from top edge,
- 3 Icons**
0.875" diameter, 0.25" from left edge.
- 4 Subhead**
Type: Univers 75 Black, size 44 pt., leading 55 pt., tracking 0, 100% 285C.
- 5 Text**
0.75" from left edge
Type: 27 pt. Univers 75, leading 35 pt., tracking 0, space after 2 picas, 100% black.
- 6 Item ID number**
Type: 8 pt Univers 75, tracking 0, 30% 1795.
- 7 Illustrations**
File: illus.eps

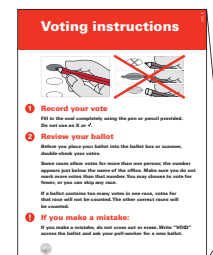
Discussion

This information is HAVA required.

For interior tabletop use.

Content needs to be modified for each state and should be based on ballot type being used.

Assembly: trim to 6" x 15.5". Use fold marks to form triangular shape and attach tab with tape.



assembled



42% actual size

Sample ballot poster specifications

Files: 051_E_Sample_Door

Dimensions: 8.5" x 11"

1 Title

Type: Univers 75, size 150 pt., leading 160 pt., tracking -35, 100% white. 1.4" from left edge and 1.875" from top edge.

2 Background

100% 1795 fill, 0.25" from edges.

3 Item ID number

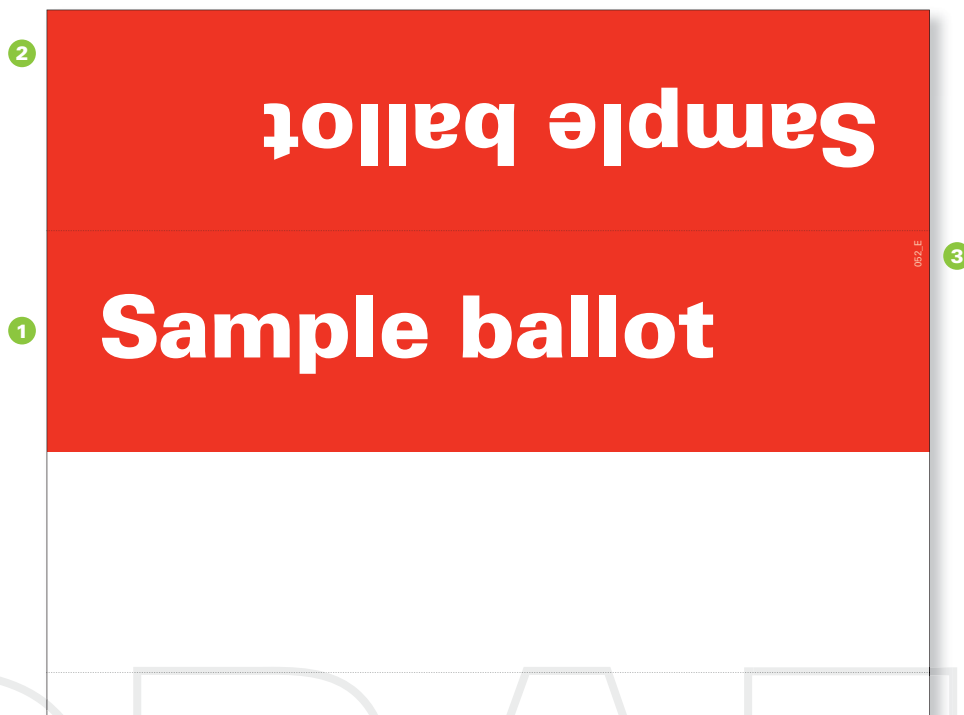
Type: Univers 55, size 10 pt., tracking 0, 30% 1795.

Discussion

This information is HAVA required.

Use draw attention to actual sample ballots.

No editing of information necessary.



46% actual size

Sample ballot—tabletop specifications

Files: 052_E_Sample_Tabletop

Dimensions: 8.5" x 11"

1 Title

Type: Univers 75, size 70 pt., tracking -15,
100% white.

Background

- 2 100% 1795 fill, 0.25" from edges.

Item ID number

- 3 Type: Univers 55,
size 8 pt., tracking 0, 30% 1795.

Discussion

This information is HAVA required.

Use draw attention to actual sample ballots.

No editing of information necessary.

Assembly: trim to 8" x 10", removing white margin.

Use fold marks to form triangular shape and attach
tab with tape.



assembled

Design: two languages

On pages xx–xx design best practices for voter information materials are illustrated and their production specifications detailed. These samples are based on are based on Voluntary Voting System Guidelines (VVSG), information design principles and usability testing.

Voter information categories

Voter information materials are presented in the following categories:

- A** Identification
- B** Wayfinding (e.g. directions to accessible entrances)
- C** Information and Instruction

Illustrations and production specifications for each item appear in this section. The digital versions of each item are available at the EAC web site. The file name(s) that were used to create the item are listed on the Overview (page xxx) and on each Specification page (pages xxx–xxx).

Digital files and downloads

Electronic versions of these files are available at www.eac.gov/directory_name.

The files are provided in two formats: Acrobat (.pdf) and InDesign (.indd).

Each item has a unique identification number and file name. For example, the English-language information poster Acrobat file is named “130_E_Info.pdf”.

Note: The use of any specific product or vendor is not an endorsement of that product or vendor. The design standards illustrated throughout this document do not rely on specific software, products or vendors. For copyright reasons, the EAC cannot supply you with the fonts used in the InDesign files. They are from the Univers family and are available from numerous suppliers.

How to reproduce these materials

Many of the items illustrated in this section can be reproduced and used without making any text changes to the digital document file. They can be printed by an office printer with color capabilities, or, for the larger format items, be reproduced by a vendor with digital printing capabilities.

- *If you don’t need to make any changes to an item, download the Acrobat file.* An Acrobat file always ends in “.pdf”. For example, if you want to reproduce the Information poster (item “130_E_Info”, page xxx) download and print out the Acrobat file (130_E_Info.pdf) or supply that file to a vendor with digital printing capabilities.

Local vendors with digital printing capabilities often include printing firms and copy and duplicating service shops. “Digital printing capabilities” means they can accept a digital file and “out put” it or print it on an appropriate display material (see pages xxx–xxx). “Digital printing” often means ink jet printing. Even traditional “copy shops” often now have digital output capabilities.

- *If you need to make text or illustration changes to an item, you will need to edit the Indesign file.* InDesign files end with “.indd”. Illustration files end with “.eps”. Much of the text used in this section’s samples may, or may not, be appropriate for your jurisdiction and/or the voting equipment. To edit text or illustrations and prepare files for reproduction, there are additional steps that must occur before the materials are ready for reproduction.

To edit files ending with “.indd” or files ending in “.eps”, you will need to have access to Adobe InDesign page layout software and to software that can edit .eps files (e.g. Adobe Illustrator). Working with a vendor who has access to—and expertise in—these software programs is recommended (local designers and design firms and printers may be suitable resources).

Alternatively, these items can be recreated in other page layout programs using the production specifications provided with each sample; the Acrobat .pdf files as a visual guide; and, if appropriate, the illustration files provided (those files ending in .eps). Using non-layout programs, such as those commonly used to write word-only documents, is not appropriate or recommended.

Specifications

All production specifications, including type face, type size, leading, line weights, tint fills and distances between elements are included.

Discussion

Notes, comments and references such as production best practices and legislative requirements may be listed under this heading. Discussion immediately follows Specifications.

Research findings

Additional research findings that further support the design best practices can be found in Section 7: Research and at www.eac.gov/directory_name

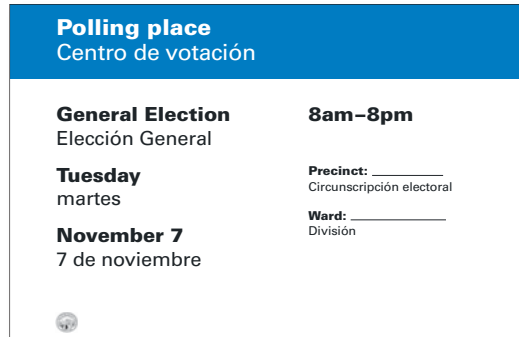
A Identification banners, posters and name tags



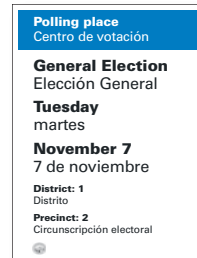
180 Vote here banner



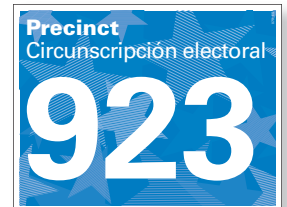
080 Voter here poster



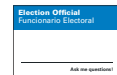
060 Polling place ID



061 Polling place ID



070 Precinct ID



090 Poll worker name tags

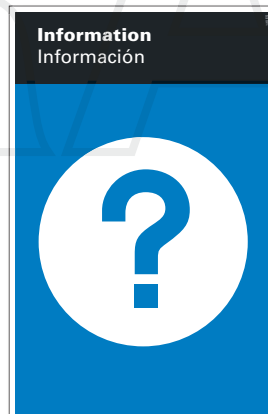
B Wayfinding posters



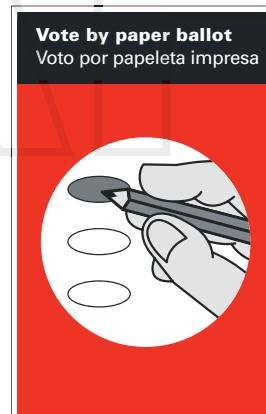
100 and 101 Access



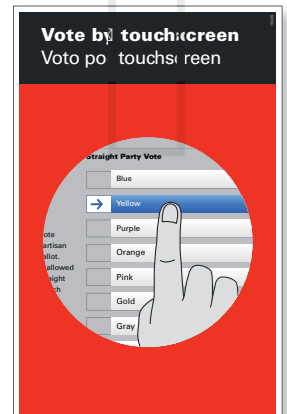
110 No entry



130 Information



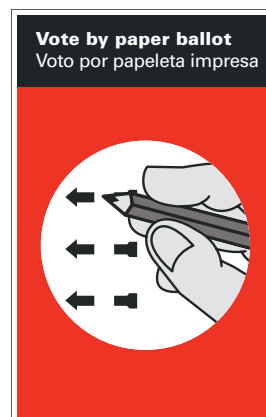
140 Vote by paper ballot



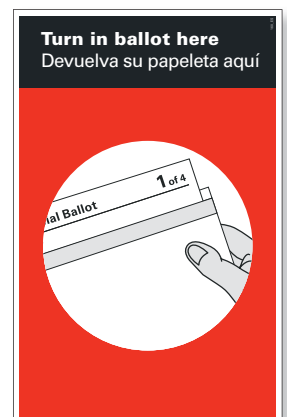
150 Vote by touchscreen



120 No cell phones

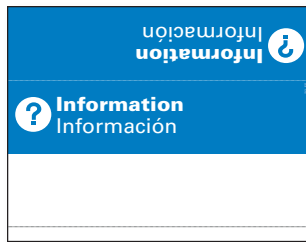


140 Vote by paper ballot

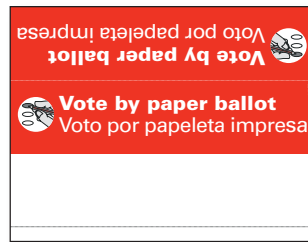


160 Return ballot

B Wayfinding, tabletop formats



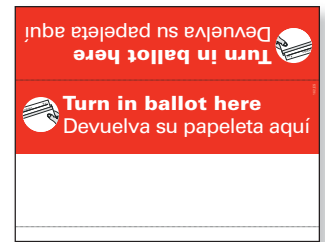
132 Information



142 Vote by paper ballot

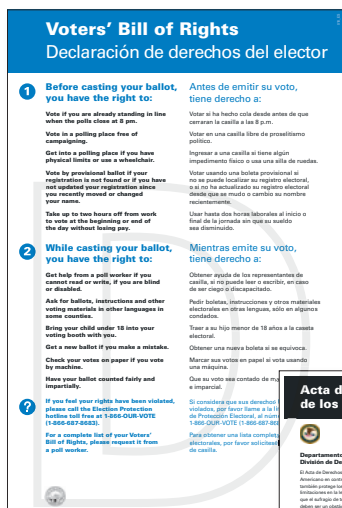


152 Vote by touchscreen



162 Turn in ballot

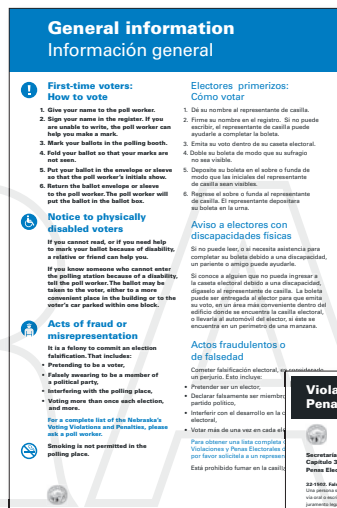
C Information and instruction, posters, binders and tabletop formats



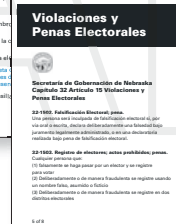
010 Bill of Rights



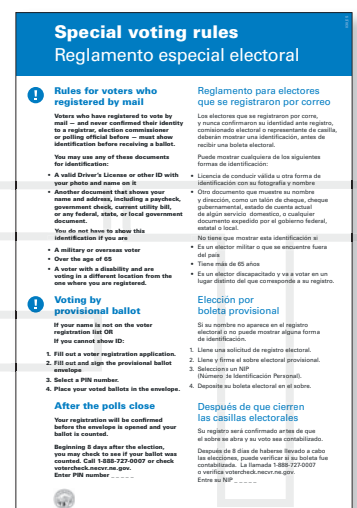
011 Bill of Rights binder



020 Information



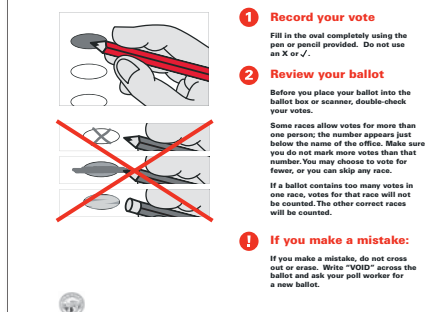
021 Information binder



030 Special Rules

Voting instructions

Instrucciones para votar



040 Voting instructions

Emita su voto

Rellene el ovalo completamente, usando el lápiz o bolígrafo que le hayan proporcionado. No marque ni con X ni √.

Revise su boleta

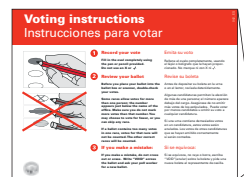
Antes de depositar su boleta en la urna o en el lector, revísela detenidamente. Algunas candidaturas permiten la elección de más de una persona; el número aparece debajo del cargo. Asegúrese de no emitir más votos de los estipulados. Puede votar por menos candidatos u omitir su voto a cualquier candidatura. Si una urna contiene demasiados votos en una candidatura, estos votos serán anulados. Los votos de otras candidaturas que se hayan emitido correctamente al serán contados.

Si se equivoca:

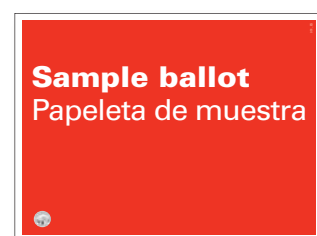
Si se equivoca, no raye o borre, e "VOID" (anular) sobre la boleta y nueva boleta al representante de su voto.



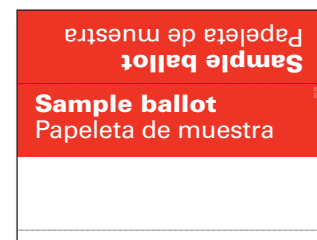
041 Voting instructions



042 Voting instructions



051 Sample ballot ID



052 Sample ballot ID



12.5% actual size

Exterior banner specifications

File: 180_ES_HorizBanner

Dimensions: 54" x 11"

1 Titles

Type: 315 pt. Univers 93, tracking 0, and
320 pt. Univers 63, tracking 5, 100% white.

2 Background

Place file: starfieldred.eps

3 Item ID number

Type: Univers 55,
size 20 pt., tracking 0, 100% white.

Discussion

Banners are for exterior use and may be hung horizontally or vertically.

If printed on weatherproof material, banners should last 5-10 years.

Message and graphics connote positive atmosphere. Consistent identification helps polling place appear organized—helps to lend credibility to voting experience.

Alter translations based on preferred alternate languages,

Clearly visible polling place identification is particularly important when districts have been recently revised.



42% actual size

Exterior door/window poster specifications

File: 080_ES_VoteHere

Dimensions: 8.5" x 11"

1 Titles

Type: 123 pt. Univers 75, tracking 0, and
125 pt. Univers 55, tracking 5, 100% white.

2 Background

Place file: starfield.eps

3 Item ID number

Type: Univers 55,
size 10 pt., tracking 0, 100% white.

Discussion

Message and graphics connote positive atmosphere. Consistent identification helps polling place appear organized—helps to lend credibility to voting experience.

Place signs on or near entryway to room where voting takes place and at eye level.

No editing of information necessary.

Smaller signs reinforce exterior banners. Strategic repetition of signs helps guide voters and provide assurance.

[illegible]

15% actual size

Polling place identification specifications

File: 060_E_PollingPlace

Dimensions: 18" x 24"

1 Titles

Type: 104 pt Univers 75 and., tracking -15,
100% white.

2 Background

100% 285C fill, 3.375" from top edge

3 Information

Type: Univers 75, size 100 pt., leading 130 pt., tracking -15, 100% black. Space after paragraph: .5 in.

4 Precinct/Ward

Type: Univers 55, size 63 pt., tracking 0,
100% white

5 Item ID number

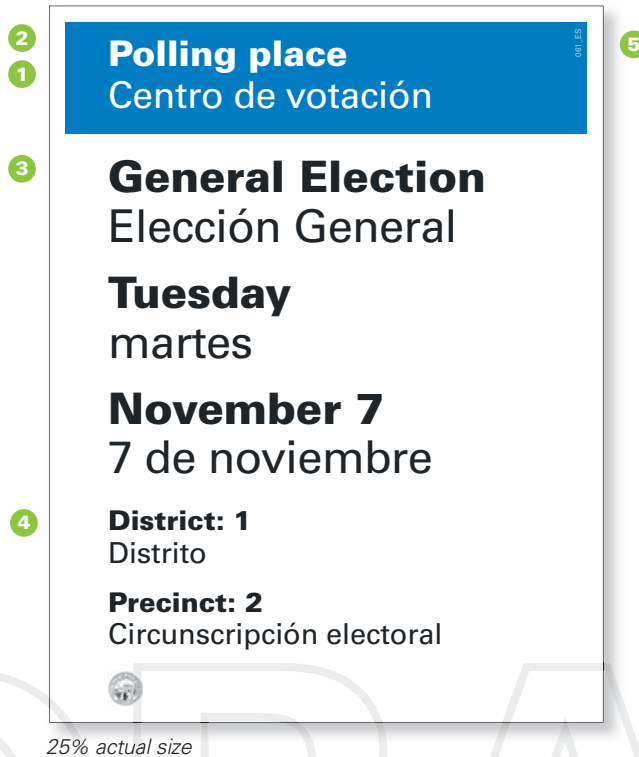
Type: Univers 55, size 18 pt., tracking 0,
100% white

Discussion

Precinct, hours and date information is required by HAVA. Template can be produced in quantity to reduce costs.

Hand-written information should be legible and of a similar size and weight of the printed text. Consider printing information via ink jet or laser printer on stickers that can then be applied to signs.

For exterior use and should be produced on weatherproof material



Polling place identification— door format specifications

File: 0601_E_PollingPlace

Dimensions: 8.5" x 11"

1 Title

Type: Univers 75, size 50 pt., tracking -10, 100% white.

2 Background

100% 285C fill, 2" from top edge, 0.25" margin top and side edges.

3 Information

Type: Univers 75, size 54 pt., leading 67 pt., tracking -15, 100% black. Space after paragraph: .25 in.

4 District/Precinct

Type: Univers 75, size 39 pt., leading 46 pt., tracking -10, 100% white.

5 Item ID number

Type: Univers 75, size 15 pt., tracking 0, 100% white.

Discussion

Precinct, hours and date information is required by HAVA. Template can be produced in quantity for reduced costs.

Hand-written information should be legible and of a similar size and weight of the printed text. Consider printing information via ink jet or laser printer on stickers that can then be applied to signs for accurate localization.

For interior use, place at eye-level (approximately five feet above ground).



25% actual size

Precinct identification specifications

File: 070_E_Precinct

Actual dimensions: 11" x 8.5"

1 Title

Type: Univers 75,
size 80 pt., tracking -15, 100% white.

2 Precinct number

Type: Univers 65,
size 425 pt., tracking -30, 100% white.

3 Background

Place file: starfield.eps

4 Item ID number

Type: Univers 55, size 10 pt., tracking 0,
100% white.

Discussion

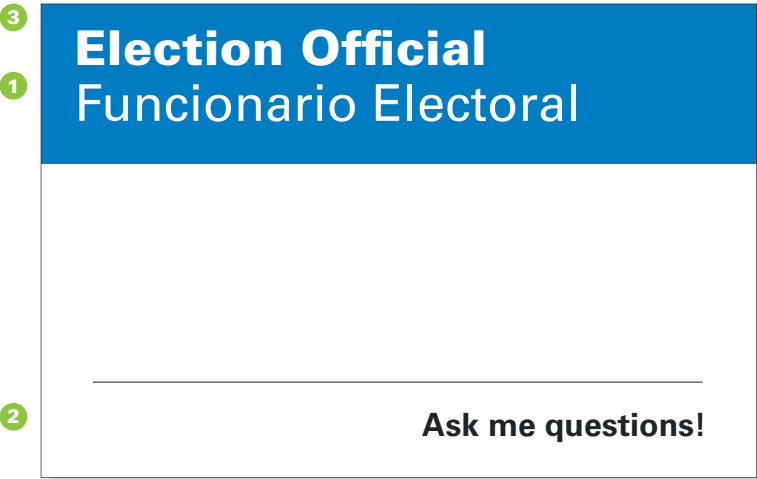
This information is HAVA required.

Precinct can be replaced with applicable
division name.

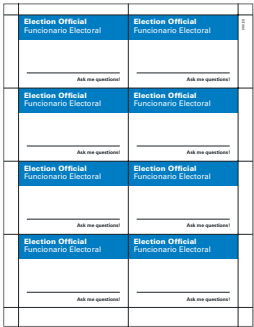
This poster can also guide voters when more than
one precinct is located in the same polling place.

Place near precinct-specific poll workers on
freestanding sign holder. For example, at the
beginning of a voting line, near the voting booths
or appropriate ballot box.

For exterior/interior use, place at eye-level.



detail, 100% of actual size



15% actual size

DRAFT

Poll worker identification specifications

File: 090_E_Pollworker
Actual dimensions: 8 per 11" x 8.5"

Discussion

These may be printed on an office printer using commonly available adhesive labels or name badges.

- 1 **Title**
Type: Univers 75,
size 23 pt., tracking -15, 100% white.
- 2 **Ask me questions!**
Type: Univers 65,
size 16 pt., tracking 0, black.
- 3 **Band**
100% 285
- 4 **Item ID number**
Type: Univers 75, size 8 pt., tracking 0,
100% white.



Accessible entrance specifications

Files:

100_E_AccessL

101_E_AccessR

Dimensions: 11" x 17"

1 Title

Type: Univers 75,
size 57 pt., tracking 0, 100% white.

2 Background

100% black fill, 3" from top edge,
0.25" margin top and side edges.

3 Icons

7.25" diameter, 100% 285C

4 Arrow

3" in height, 100% black.

5 Item ID number

Type: Univers 55, size 10 pt., tracking 0,
100% white.

Discussion

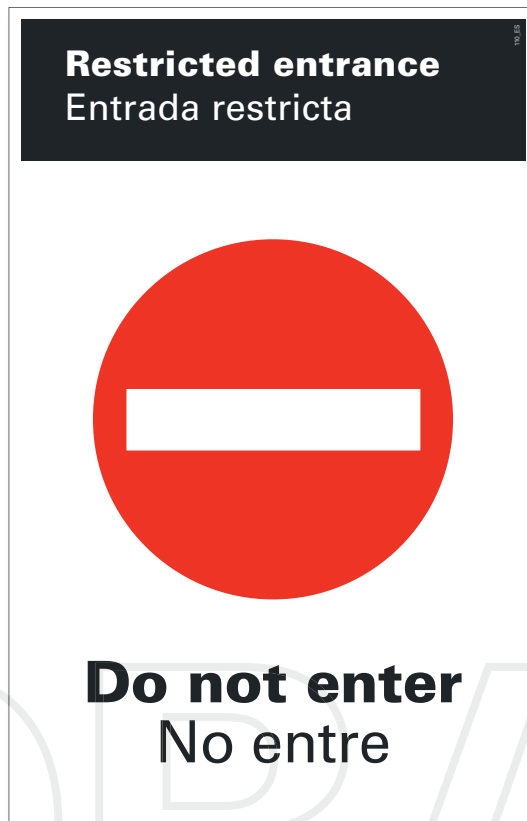
This information is HAVA required.

Primarily used for older buildings, newer buildings should be ADA compliant.

Place directional signs at main entrance.

To identify accessible entrance remove arrow or use Vote here! poster (File: 080_E_VoteHere)

For interior use; place at eye-level (approximately five feet above ground).

**Do not enter, No cell phones specifications***Files:*

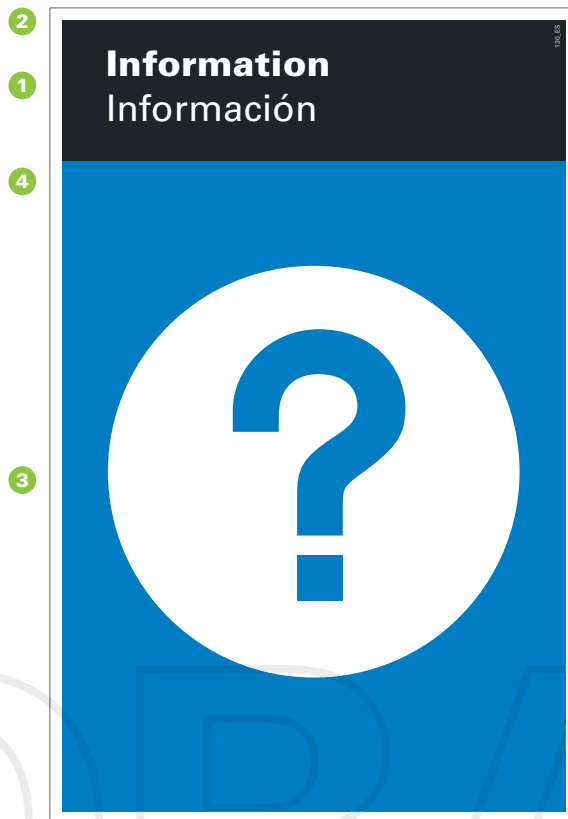
110_E_NoEnter

120E_NoCell

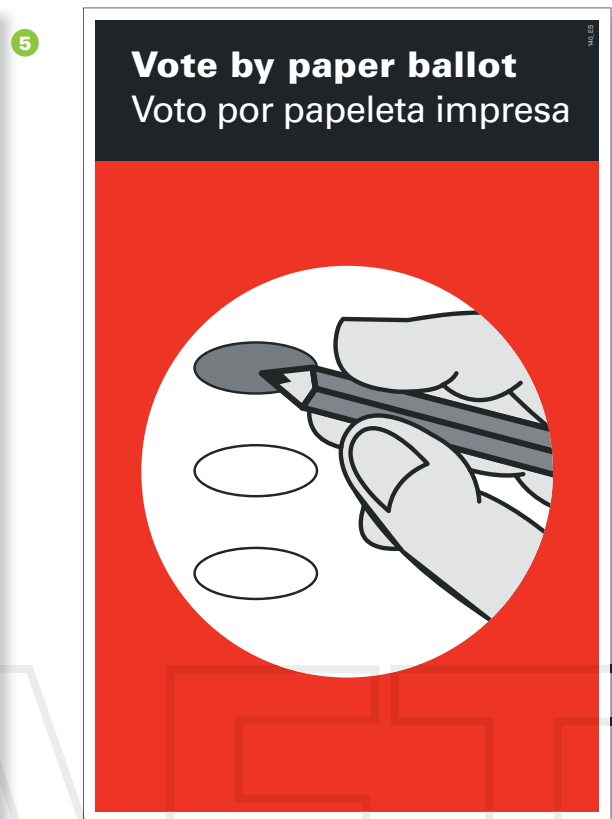
Dimensions: 11" x 17"**1 Title***Type:* Univers 75,
size 57 pt., tracking 0, 100% white.**2 Background**100% black fill, 3" from top edge,
0.25" margin top and side edges.**3 Icons**

7.25" diameter, 100% 1795

4 Instructions*Type:* Univers 75,
size 57 pt., tracking 0, 100% black.**5 Item ID number***Type:* Univers 55, size 10 pt., tracking 0,
100% white.**Discussion**The restricted entrance information is required
(if applicable).For interior use; place at eye-level (approximately
five feet above ground).



25% actual size



Wayfinding poster specifications

Files:

130_ES_Info

140_ES_OpScan

Dimensions: 11" x 17"

1 Title

Type: 53 pt. Univers 75, tracking 10 and 55 pt. Univers 55, tracking 5, 60 pt. leading, 100% white.

2 Title background

100% black fill, 3" from top edge, 0.25" margin top and side edges.

3 Icons

all 8.5" diameter

Files:

Info.eps

OpScan.eps

4 Background

100% 285 or 1795, 0.25" margin bottom and side edges.

5 Item ID number

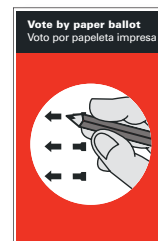
Type: Univers 55, size 10 pt., tracking 0, 100% white.

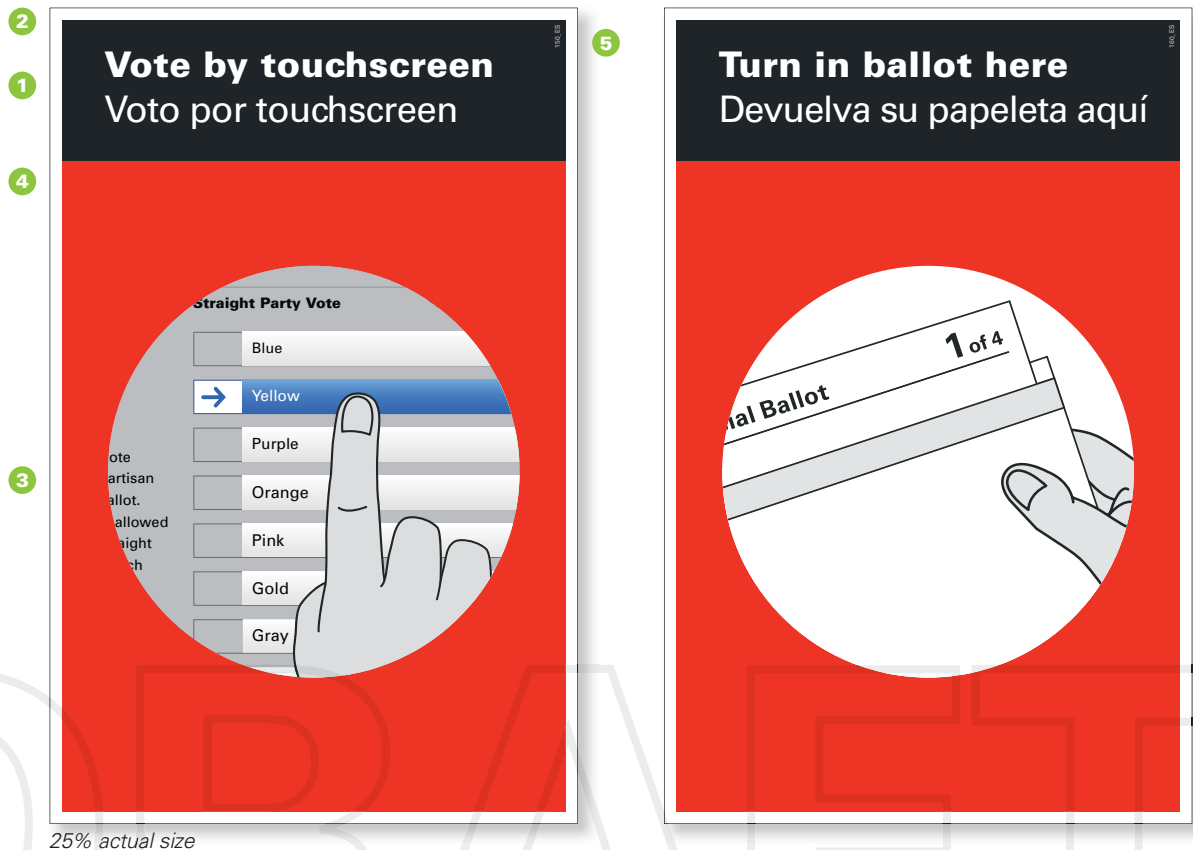
Discussion

Place at eye-level, as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Taping signs to table tops or fronts often offers insufficient visibility.

For interior use, place at eye-level (approximately five feet above ground) or higher.

For optical scan ballots that use an arrow to indicate a selection, use the file entitled: 140_ES_OpScanAlt.





25% actual size

Wayfinding poster specifications

Files:

150_ES_Touchscreen

140_ES_ReturnBallot

Dimensions: 11" x 17"

1 Title

Type: 53 pt. Univers 75, tracking 10 and 55 pt. Univers 55, tracking 5, 60 pt. leading, 100% white.

2 Title background

100% black fill, 3" from top edge, 0.25" margin top and side edges.

3 Icons

all 8.5" diameter

Files:

Touchscreen.eps

ReturnBallot.eps

4 Background

100% 1795, 0.25" margin bottom and side edges.

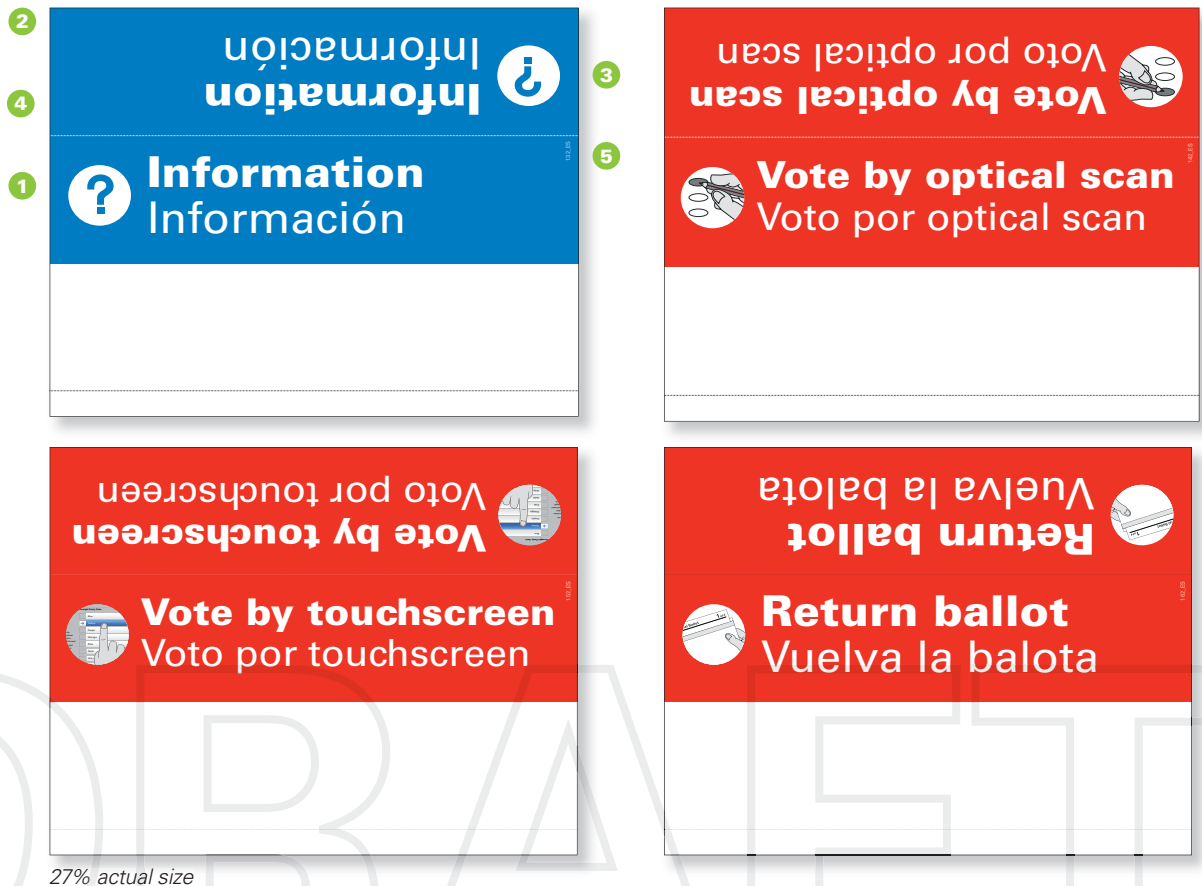
5 Item ID number

Type: Univers 55, size 10 pt., tracking 0, 100% white.

Discussion

Place at eye-level, as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Taping signs to table tops or fronts often offers insufficient visibility.

For interior use, place at eye-level (approximately five feet above ground) or higher.



27% actual size

Wayfinding—tabletop specifications

Files:

132_ES_Info_Tabletop

142_ES_OpScan_Tabletop

152_ES_Touchscreen_Tabletop

162_ES_ReturnBallot_Tabletop

Dimensions: 8.5" x 11"

1 Titles

Type: 48 pt. Univers 75, tracking 10 and 50 pt.
Univers 55, tracking 5, 55 pt. leading, 100% white.

2 Background

100% 285 fill or 100% 1795

3 Icons

1.1863" diameter, 0.25" from edge

Files:

Info.eps

OpScan.eps

Touchscreen.eps

ReturnBallot.eps

4 Fold marks

2.75" and 7.75" from top

5 Item identification number

Type: Univers 55, size 11 pt., tracking 0,
100% white.

Discussion

Assembly: trim to 8" x 10", removing white margin.
Use fold marks to form triangular shape and attach
tab with tape.



assembled

2
1

Voters' Bill of Rights
Acta de Derechos de los Electores

4
5

1 **Before casting your ballot, you have the right to:**

Antes de emitir su voto, tiene derecho a:

2 **While casting your ballot, you have the right to:**

Mientras emite su voto, tiene derecho a:

3 **?** **If you feel your rights have been violated, please call the Election Protection hotline toll free at 1-866-OUR-VOTE (1-866-687-8683).**

Para obtener una lista completa de sus derechos electorales, por favor solicítela a un miembro de casilla.

12% actual size

Voters' Bill of Rights specifications

File: 010_ES_Rights

Dimensions: 24" x 36"

1 Titles

Type: 90 pt Univers 75, tracking 0, and
92 pt Univers 55 tracking -30, 100% white.

2 Background

100% 285C fill, 4.75" from top edge,

3 Icons

1.167" diameter, 0.833" from left edge.

4 Subheads

Type: 48 pt Univers 75, tracking 0, and
50 pt Univers 55 tracking -5, 100% 285.

5 Text

Type: 30 pt Univers 75, tracking 0, and
31 pt Univers 55 tracking -5, 100% black and 100%
285 for special cases (e.g. contact information).

6 Item ID number

Type: 18 pt Univers 55, tracking 0, 30% 285.

Discussion

This material is HAVA required.

Place in visible locations—near waiting areas or
where long lines form.

Voters should read this material before voting.

Organize information into 3-4 categories that can be
highlighted, as shown here, so that the poster is easy
to scan from a distance.

For interior use, mount on wall or place on stand.

Content needs to be modified for each state.

General information
Información general

1 **First-time voters:**
How to vote

1. Give your name to the poll worker.
2. Sign your name in the register. If you are unable to write, the poll worker can help you make a mark.
3. Mark your ballots in the polling booth.
4. Fold your ballot so that your marks are not seen.
5. Put your ballot in the envelope or sleeve so that the poll worker's initials show.
6. Return the ballot envelope or sleeve to the poll worker. The poll worker will put the ballot in the ballot box.

2 **Electores primerizos:**
Cómo votar

1. Dé su nombre al representante de casilla.
2. Firme su nombre en el registro. Si no puede escribir, el representante de casilla puede ayudarlo a completar la boleta.
3. Emita su voto dentro de su caseta electoral.
4. Doble su boleta de modo que su sufragio no sea visible.
5. Deposite su boleta en el sobre o funda de modo que las iniciales del representante de casilla sean visibles.
6. Regrese el sobre o funda al representante de casilla. El representante depositará su boleta en la urna.

3 **Notice to physically disabled voters**

If you cannot read, or if you need help to mark your ballot because of disability, a relative or friend can help you.

If you know someone who cannot enter the polling station because of a disability, tell the poll worker. The ballot may be taken to the voter, either to a more convenient place in the building or to the voter's car parked within one block.

4 **Acts of fraud or misrepresentation**

It is a felony to commit an election falsification. That includes:

- Pretending to be a voter,
- Falsely swearing to be a member of a political party,
- Interfering with the polling place,
- Voting more than once each election, and more.

For a complete list of the Nebraska's Voting Violations and Penalties, please ask a poll worker.

5 **Actos fraudulentos o de falsedad**

Cometer falsificación electoral, es considerado un perjurio. Esto incluye:

- Pretender ser un elector,
- Declarar falsamente ser miembro de un partido político,
- Interferir con el desarrollo en la casilla electoral,
- Votar más de una vez en cada elección, y más.

Para obtener una lista completa de las Violaciones y Penas Electorales de Nebraska, por favor solicítela a un representante de casilla.

6 **Smoking is not permitted in the polling place.**

Está prohibido fumar en la casilla electoral.

12% actual size

General information specifications

File: 020_ES_Info

Dimensions: 24" x 36"

1 Titles

Type: 90 pt Univers 75, tracking 0, and
92 pt Univers 55 tracking -30, 100% white.

2 Background

100% 285C fill, 4.75" from top edge,

3 Icons

1.167" diameter, 0.833" from left edge.

4 Subheads

Type: 48 pt Univers 75, tracking 0, and
50 pt Univers 55 tracking -5, 100% 285.

5 Text

Type: 30 pt Univers 75, tracking 0, and
31 pt Univers 55 tracking -5, 100% black and 100%
285 for special cases (e.g. contact information).

6 Item ID number

Type: 18 pt Univers 55, tracking 0, 30% 285.

Discussion

This material is HAVA required.

Place in visible locations—near waiting areas or
where long lines form.

Voters should read this material before voting.

Organize information into 3-4 categories that can be
highlighted, as shown here, so that the poster is easy
to scan from a distance.

For interior use, mount on wall or place on stand.

Content needs to be modified for each state.

Special voting rules
Reglamento especial electoral

1 **Rules for voters who registered by mail**
Reglamento para electores que se registraron por correo

Voters who have registered to vote by mail – and never confirmed their identity to a registrar, election commissioner or polling official before – must show identification before receiving a ballot.

Los electores que se registraron por correo, y nunca confirmaron su identidad ante registro, comisionado electoral o representante de casilla, deberán mostrar una identificación, antes de recibir una boleta electoral.

You may use any of these documents for identification:

Puede mostrar cualquiera de los siguientes formas de identificación:

- A valid Driver's License or other ID with your photo and name on it
- Otro documento que muestre su nombre y dirección, como un talón de cheque, cheque gubernamental, estado de cuenta actual de algún servicio doméstico, o cualquier documento expedido por el gobierno federal, estatal o local.
- No tiene que mostrar esta identificación si
- Es un elector militar o que se encuentre fuera del país
- Tiene más de 65 años
- Es un elector discapacitado y va a votar en un lugar distinto del que corresponde a su registro.

2 **Voting by provisional ballot**
Elección por boleta provisional

If your name is not on the voter registration list OR
If you cannot show ID:

Si su nombre no aparece en el registro electoral o no puede mostrar alguna forma de identificación:

1. Fill out a voter registration application.
2. Fill out and sign the provisional ballot envelope.
3. Select a PIN number.
4. Place your voted ballots in the envelope.

1. Llene una solicitud de registro electoral.

2. Llene y firme el sobre electoral provisional.

3. Seleccione un NIP (Número de Identificación Personal).

4. Deposite su boleta electoral en el sobre.

3 **After the polls close**
Después de que cierren las casillas electorales

Your registration will be confirmed before the envelope is opened and your ballot is counted.

Su registro será confirmado antes de que el sobre se abra y su voto sea contabilizado.

Beginning 8 days after the election, you may check to see if your ballot was counted. Call 1-888-727-0007 or check votercheck.necvr.ne.gov. Enter PIN number -----

Después de 8 días de haberse llevado a cabo las elecciones, puede verificar si su boleta fue contabilizada. La llamada 1-888-727-0007 o verifica votercheck.necvr.ne.gov. Entre su NIP -----

4 **6**

12% actual size

Special Voting Rules specifications

File: 030_ES_SpecialRules

Dimensions: 24" x 36"

1 Titles

Type: 90 pt Univers 75, tracking 0, and
92 pt Univers 55 tracking -30, 100% white.

2 Background

100% 285C fill, 4.75" from top edge,

3 Icons

1.167" diameter, 0.833" from left edge.

4 Subheads

Type: 48 pt Univers 75, tracking 0, and
50 pt Univers 55 tracking -5, 100% 285.

5 Text

Type: 30 pt Univers 75, tracking 0, and
31 pt Univers 55 tracking -5, 100% black and 100%
285 for special cases (e.g. contact information).

6 Item ID number

Type: 18 pt Univers 55, tracking 0, 30% 285.

Discussion

This material is HAVA required.

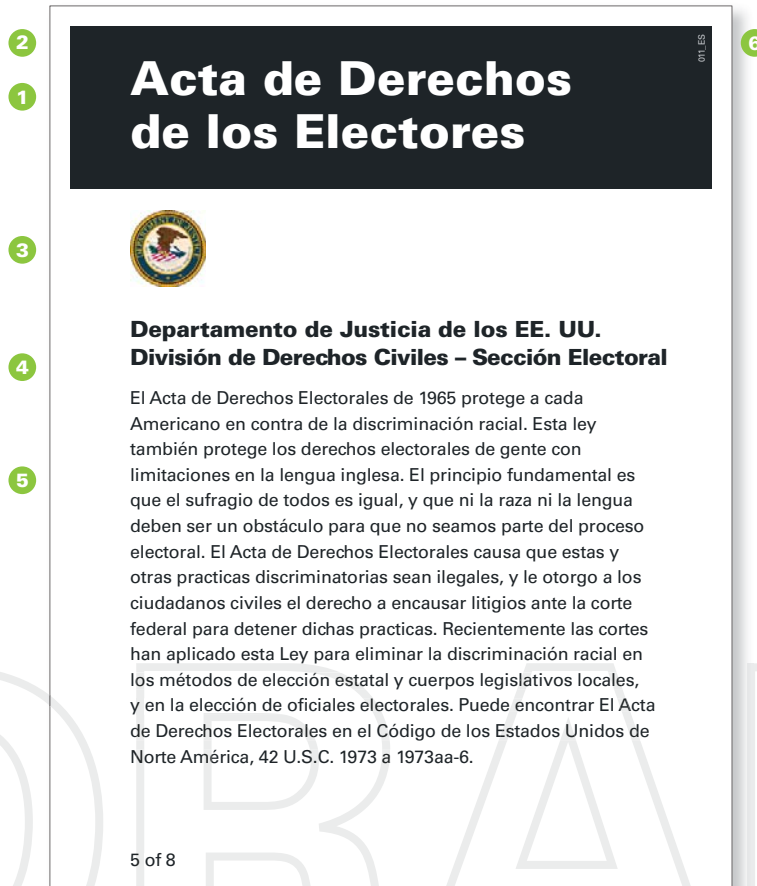
Place in visible locations—near waiting areas or
where long lines form.

Voters should read this material before voting.

Organize information into 3-4 categories that can be
highlighted, as shown here, so that the poster is easy
to scan from a distance.

For interior use, mount on wall or place on stand.

Content needs to be modified for each state.



42% actual size

Voters' Bill of Rights—binder format specifications

Files: 011_ES_Rights_Binder

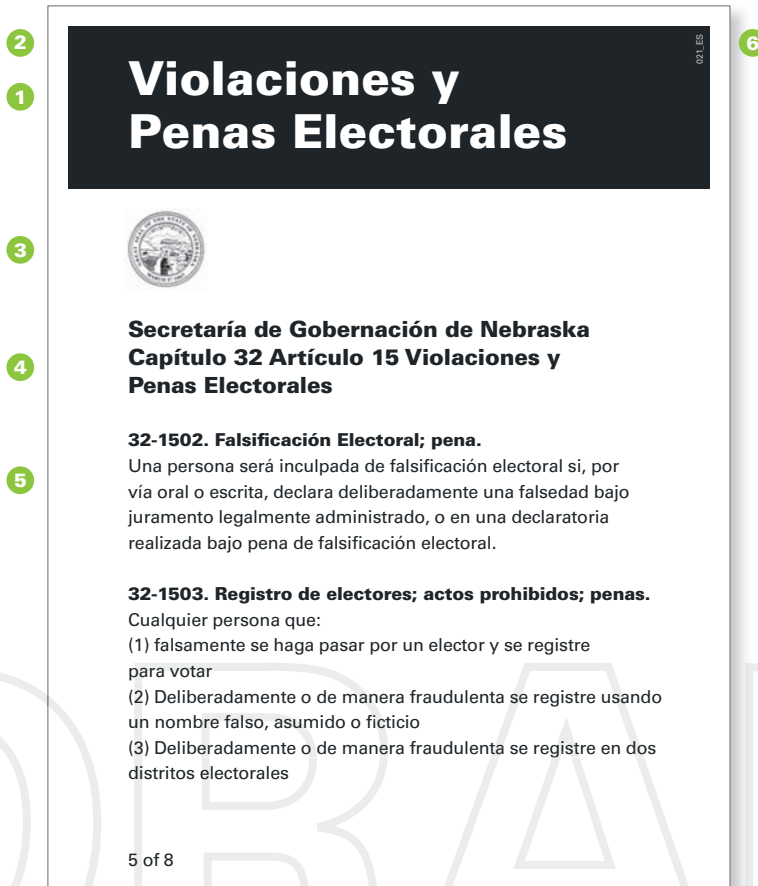
Dimensions: 8.5" x 11"

- 1 **Title**
Type: Univers 75,
size 42 pt., tracking 0, 100% white.
- 2 **Background**
100% black fill, 2.25" from top edge,
0.25" margin all edges.
- 3 **State seal**
1" diameter, 1" from left edge
- 4 **Subhead**
Type: Univers 75,
size 20 pt., leading 23 pt., tracking 0, 100% black.
- 5 **Text**
Type: Univers 55,
size 16 pt., leading 23 pt., tracking 0, 100% black.
- 6 **Item ID number**
Type: Univers 55,
size 8 pt., tracking 0, 100% white.

Discussion

Assembly: 3-hole punch and put in standard 3-ring binder

This format is a full text version of the poster format (page 23).



42% actual size

General information—binder format specifications

Files: 011_ES_Rights_Binder

Dimensions: 8.5" x 11"

- 1 Title**
 Type: Univers 75,
 size 42 pt., tracking 0, 100% white.
- 2 Background**
 100% black fill, 2.25" from top edge,
 0.25" margin all edges.
- 3 State seal**
 1" diameter, 1" from left edge
- 4 Subhead**
 Type: Univers 75,
 size 20 pt., leading 23 pt., tracking 0, 100% black.
- 5 Text**
 Type: Univers 75 and 55,
 size 16 pt., leading 23 pt., tracking 0, 100% black.
- 6 Item ID number**
 Type: Univers 55,
 size 8 pt., tracking 0, 100% white.

Discussion

Assembly: 3-hole punch and put in standard 3-ring binder

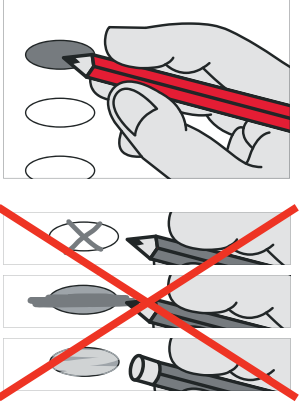
This format is a full text version of the poster format (page 24).

2
1

Voting instructions

Instrucciones para votar

7
4



1 Record your vote

Fill in the oval completely using the pen or pencil provided. Do not use an X or ✓.

2 Review your ballot

Before you place your ballot into the ballot box or scanner, double-check your votes.

3

5 Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.

If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

! If you make a mistake:

If you make a mistake, do not cross out or erase. Write "VOID" across the ballot and ask your poll worker for a new ballot.

Emita su voto

Rellene el ovalo completamente, usando el lápiz o bolígrafo que le hayan proporcionado. No marque ni con X ni ✓.

Revise su boleta


Antes de depositar su boleta en la urna o en el lector, revísela detenidamente.

Algunas candidaturas permiten la elección de más de una persona; el número aparece debajo del cargo. Asegúrese de no emitir más votos de los estipulados. Puede votar por menos candidatos u omitir su voto a cualquier candidatura.

Si una urna contiene demasiados votos en un candidatura, estos votos serán anulados. Los votos de otras candidaturas que se hayan emitido correctamente si serán contados.

Si se equivoca:

Si se equivoca, no raye o borre, escriba "VOID" (anular) sobre la boleta y pida una nueva boleta al representante de casilla.



17% actual size

6
5

Voting Instructions poster specifications

File: 040_ES_Instructions

Dimensions: 18" x 24"

- 1 Title**
Type: 86 pt. Univers 75, tracking 0, 100% white.
- 2 Background**
100% 1795 fill, 3.375" from top edge,
- 3 Icons**
0.875" diameter, 0.75" from left edge.
- 4 Subhead**
Type: Univers 75 Black,
size 44 pt., leading 55 pt., tracking 0, 100% 285C.
- 5 Text**
2.75" from left edge
Type: 27 pt. Univers 75, leading 35 pt., tracking 0,
space after 2 picas, 100% black.
- 6 Item ID number**
Type: 20 pt Univers 75, tracking 0, 30% 1795.
- 7 Illustrations**
File: illus.eps

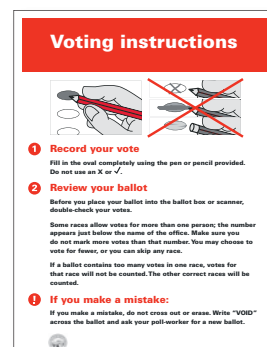
Discussion

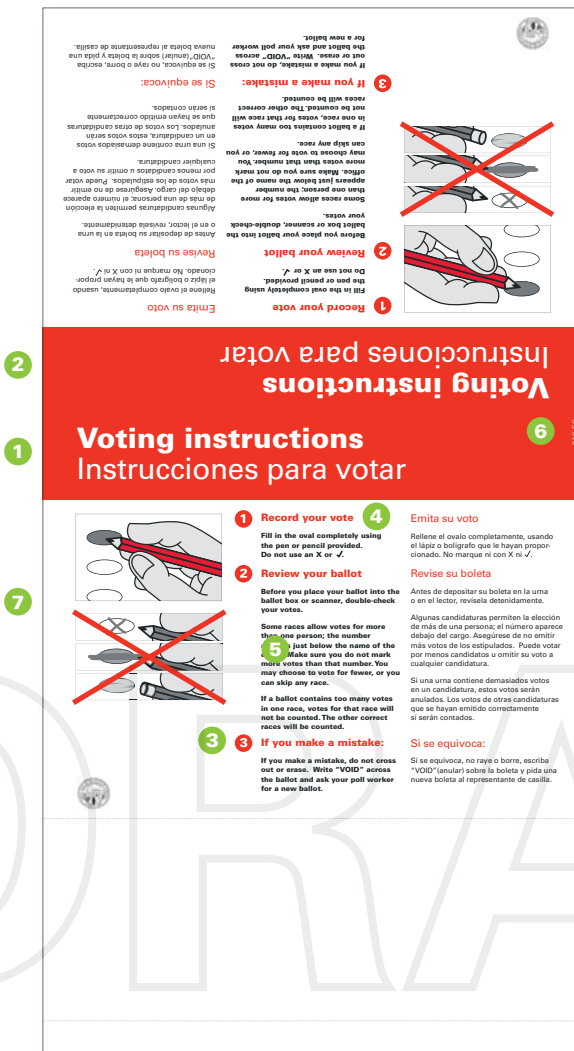
This information is HAVA required.

For interior use, mount on wall or prop on stand and post near waiting area or where long lines may form

Content needs to be modified for each state and should be based on ballot type being used.

This poster is also available in an 8.5" x 11" format, see file: 041_ES_Instructions_Booth.





35% actual size

Voting Instructions—tabletop specifications

File: 042_ES_Instructions

Dimensions: 18" x 24"

- 1 Title**
Type: 86 pt. Univers 75, tracking 0, 100% white.
- 2 Background**
100% 1795 fill, 3.375" from top edge,
- 3 Icons**
0.875" diameter, 0.25" from left edge.
- 4 Subhead**
Type: Univers 75 Black, size 44 pt., leading 55 pt., tracking 0, 100% 285C.
- 5 Text**
0.75" from left edge
Type: 27 pt. Univers 75, leading 35 pt., tracking 0, space after 2 picas, 100% black.
- 6 Item ID number**
Type: 8 pt Univers 75, tracking 0, 30% 1795.
- 7 Illustrations**
File: illus.eps

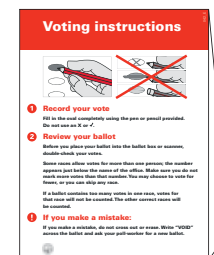
Discussion

This information is HAVA required.

For interior tabletop use.

Content needs to be modified for each state and should be based on ballot type being used.

Assembly: trim to 6" x 15.5". Use fold marks to form triangular shape and attach tab with tape.



assembled

**Sample ballot poster specifications**

Files: 051_ES_Sample_Door

Dimensions: 8.5" x 11"

1 Titles

Type: 77 pt Univers 75, tracking 0, and 78 pt Univers 55, tracking -30, leading 80 pt., 100% white. 0.6" from left edge and 2" from top edge.

2 Background

100% 1795 fill, 0.25" from edges.

3 Item ID number

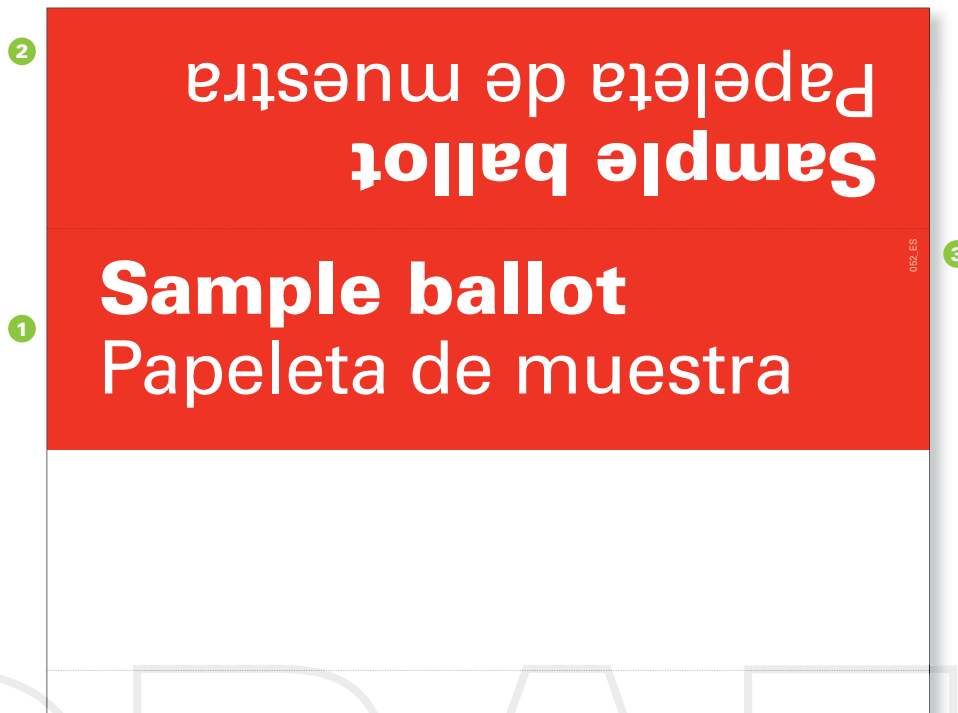
Type: Univers 55, size 8 pt., tracking 0, 30% 1795.

Discussion

This information is HAVA required.

Use draw attention to actual sample ballots.

No editing of information necessary.



46% actual size

Sample ballot—tabletop specifications

Files: 052_ES_Sample_Tabletop

Dimensions: 8.5" x 11"

1 Titles

Type: 59 pt Univers 75, tracking 0, and 60 pt Univers 55, tracking -10, leading 65 pt., 100% white. 0.6" from left edge and 2" from top edge.

2 Background

100% 1795 fill, 0.25" from edges.

3 Item ID number

Type: Univers 55, size 8 pt., tracking 0, 30% 1795.

Discussion

This information is HAVA required.

Use draw attention to actual sample ballots.

No editing of information necessary.

Assembly: trim to 8" x 10", removing white margin.

Use fold marks to form triangular shape and attach tab with tape.

Sample ballot
Papeleta de muestra

assembled

Samples: two languages

The design best practices detailed in the previous section are applied to Voter information materials in English and Chinese on page xx–xx. Identification, wayfinding and instruction/information items are illustrated; their digital file names are also included. The samples illustrate that the design best practices are flexible and can be applied to a variety of voter information materials.

Digital files and downloads

Electronic versions of these files are available at www.eac.gov/directory_name.

The files are provided in two formats: Acrobat (.pdf) and InDesign (.indd).

Each item has a unique identification number and file name. For example, the English- and Chinese-language information poster Acrobat file is named “130_EC_Info.pdf”.

Note: The use of any specific product or vendor is not an endorsement of that product or vendor. The design standards illustrated throughout this document do not rely on specific software, products or vendors. For copyright reasons, the EAC cannot supply you with the fonts used in the InDesign files. They are from the Univers family and are available from numerous suppliers.

The typeface used for the Chinese text is LeiHi Pro Medium. Throughout these samples the Chinese text is set at approximately the same size as the English text. (see pages xx-xx for two language specifications)

Voters' Bill of Rights

投票者權利法案/通告

1

Before casting your ballot, you have the right to:

Vote if you are already standing in line when the polls close at 8 pm.

Vote in a polling place free of campaigning.

Get into a polling place if you have physical limits or use a wheelchair.

Vote by provisional ballot if your registration is not found or if you have not updated your registration since you recently moved or changed your name.

Take up to two hours off from work to vote at the beginning or end of the day without losing pay.

在您投票之前，您有權：

投票，如果在下午8點投票點關閉時，您已經在投票隊伍中排隊。

在沒有競選游說活動的投票點投票。

進入投票所，如果您活動不自如或使用輪椅。

通過臨時選票投票，如果找不到您的註冊資訊，或您在最近搬家或更改名字後還沒有更新登記的資訊。

在選舉當天開始或結束前用至多兩小時的工作時間投票，不會丟掉這兩小時的薪水。

2

While casting your ballot, you have the right to:

Get help from a poll worker if you cannot read or write, if you are blind or disabled.

Ask for ballots, instructions and other voting materials in other languages in some counties.

Bring your child under 18 into your voting booth with you.

Get a new ballot if you make a mistake.

Check your votes on paper if you vote by machine.

Have your ballot counted fairly and impartially.

在您投票時，您有權：

從投票點工作人員那裏獲得幫助，如果您不知道如何讀或寫，或如果您是盲人或殘障人士。

在某些縣要求提供其它語言的選票、說明以及其他的投票資料。

帶領您18歲以下的孩子進入投票站。

得到一張新選票，如果您出錯的話。

在紙上檢查您的投票，如果您使用機器投票。

要求您的選票在計數時得到公平和無偏見對待。

?

If you feel your rights have been violated, please call the Election Protection hotline toll free at 1-866-OUR-VOTE (1-866-687-8683).

For a complete list of your Voters' Bill of Rights, please request it from a poll worker.

如果您覺得您的權利被侵犯了，請給免費的競選保護熱線打電話，號碼是：1-866-OUR-VOTE (1-866-687-8683)。

您可以向投票站的工作人員索取一份完整的投票者權利法案表。



20% actual size

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010_EC_Rights.pdf

010_EC_Rights.indd

See pages XXX-XXX for additional production specifications.

General information

一般說明



First-time voters: How to vote

1. Give your name to the poll worker.
2. Sign your name in the register. If you are unable to write, the poll worker can help you make a mark.
3. Mark your ballots in the polling booth.
4. Fold your ballot so that your marks are not seen.
5. Put your ballot in the envelope or sleeve so that the poll worker's initials show.
6. Return the ballot envelope or sleeve to the poll worker. The poll worker will put the ballot in the ballot box.



Notice to physically disabled voters

If you cannot read, or if you need help to mark your ballot because of disability, a relative or friend can help you.

If you know someone who cannot enter the polling station because of a disability, tell the poll worker. The ballot may be taken to the voter, either to a more convenient place in the building or to the voter's car parked within one block.



Acts of fraud or misrepresentation

It is a felony to commit an election falsification. That includes:

- Pretending to be a voter,
- Falsely swearing to be a member of a political party,
- Interfering with the polling place,
- Voting more than once each election, and more.

For a complete list of the Nebraska's Voting Violations and Penalties, please ask a poll worker.



Smoking is not permitted in the polling place.



第一次投票的選民： 如何投票

1. 告訴投票點工作人員您的名字。
2. 在登記冊中簽上您的名字。如果您不會寫，投票點工作人員可以幫您做標記。
3. 在投票站給您選票的選項上做標記。
4. 把您的選票折疊好，使您的選項不會被別人看見。
5. 將您的選票放入信封或信袋，露出投票站工作人員姓名起首的大寫字母。
6. 把選票信封或信袋交還給投票點工作人員。投票點工作人員將把選票投入投票箱。

給身體殘疾選民的通知

如果您不識字，或因為傷殘而在選票上做標記時需要幫助，您的某一位親戚或朋友可以向您提供幫助。

如果您知道某位人士由於傷殘的原因不能進入投票所，請告訴投票站的工作人員。選票可能被直接遞送給投票者，遞送的地點可以是建築物內一個更加方便的場所或是停靠在一個街區範圍之內的投票者的車內。

欺騙行為或誤傳

選舉造假是重罪。它包括：

- 偽稱是選民，
- 虛假宣誓（自己）是某一政黨的成員
- 干涉投票所的工作，
- 每次選舉不止一次投票。

您可以向投票站的工作人員索取一份完整的內布拉斯加州反投票規則和懲罰目錄。

投票場所禁止吸煙。

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020_EC_Info.pdf

020_EC_Info.indd

See pages XXX-XXX for additional production specifications.

Special voting rules 特殊投票規則



Rules for voters who registered by mail

Voters who have registered to vote by mail — and never confirmed their identity to a registrar, election commissioner or polling official before — must show identification before receiving a ballot.

You may use any of these documents for identification:

- A valid Driver's License or other ID with your photo and name on it
- Another document that shows your name and address, including a paycheck, government check, current utility bill, or any federal, state, or local government document.
- You do not have to show this identification if you are:
 - A military or overseas voter
 - Over the age of 65
 - A voter with a disability and are voting in a different location from the one where you are registered.



Voting by provisional ballot

If your name is not on the voter registration list OR

If you cannot show ID:

1. Fill out a voter registration application.
2. Fill out and sign the provisional ballot envelope.
3. Select a PIN number.
4. Place your voted ballots in the envelope.

After the polls close

Your registration will be confirmed before the envelope is opened and your ballot is counted.

Beginning 8 days after the election, you may check to see if your ballot was counted. Call 1-888-727-0007 or check votercheck.necvr.ne.gov. Enter PIN number _ _ _ _ _



用郵件登記的選民規則

通過信件登記，且從未向登記員、選舉委員或投票官員確認其身份的投票者必須在獲得選票之前出示身份證明。

您可以使用以下文件中的任何一項作為身份證明：

- 有效的駕駛執照或其他帶有您照片和姓名的身份證明。
- 其他顯示您姓名、地址的文件，包括工資支票、政府發放的救濟金支票、近期的水電、煤氣費賬單或任何聯邦、州或地方政府的文件。

如果您符合以下任何一項，既不必出示您的身份證明：

- 軍人或國外選民
- 超過65歲？
- 有傷殘的選民，並且是在與您登記的地點不同的地方投票。

用臨時選票投票

如果您的名字不在選民登記名單或者

如果您不能出示身份證明：

1. 填寫一份選民登記申請。
2. 填寫臨時選票信封並簽名。
3. 選擇一個個人密碼。
4. 將填寫完成的選票放入信封。

在投票點關閉以後

在裝有您選票的信封被打開、您的選票被計數之前，您的註冊會得到確認。

競選開始8天以後，您可以檢查您的選票是否被計數。請訪問 _____，輸入您的個人密碼。

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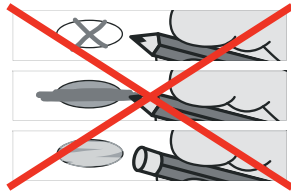
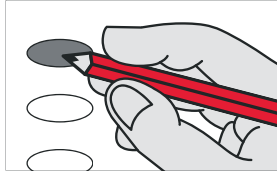
030_EC_SpecialRules.pdf

030_EC_SpecialRules.indd

See pages XXX-XXX for additional production specifications.

Voting instructions

投票說明



1 Record your vote

Fill in the oval completely using the pen or pencil provided. Do not use an X or ✓.

記錄您的投票

使用提供的圓珠筆或鉛筆把橢圓形完全塗黑。不要打叉或勾。

2 Review your ballot

Before you place your ballot into the ballot box or scanner, double-check your votes.

檢查您的選票

在把選票放入投票箱或掃描器之前，請仔細核對您的選項。

Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.

某些競選允許您投票支持的人數超過一個；規定的人數顯示在該職位名稱的下方。請確定您投票的人數不超過該數目。您可以選擇為少於該數的人投票，或者跳過任何一次競選。

If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

如果一次競選中的某張選票上包含了太多的選項，該次競選的選票將不被計數。其他正確的競選選票將被計算在內。

! If you make a mistake:

If you make a mistake, do not cross out or erase. Write "VOID" across the ballot and ask your poll worker for a new ballot.

如果您出錯了：

如果您出錯了，請不要刪除或塗抹選項。請在選票上書寫 "VOID"（該詞的意思是“無效的”），在書寫該單詞時請注意要穿過整張選票。並向您所在投票點的工作人員索要一張新的選票。



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040_EC_Instructions.pdf
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See pages XXX-XXX
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specifications.

Polling place

投票點資訊

General Election
普選

Tuesday
星期二

November 7
11月7日

8am–8pm
上午8點至下午8點

Precinct: _____
選區

Ward: _____
分選區

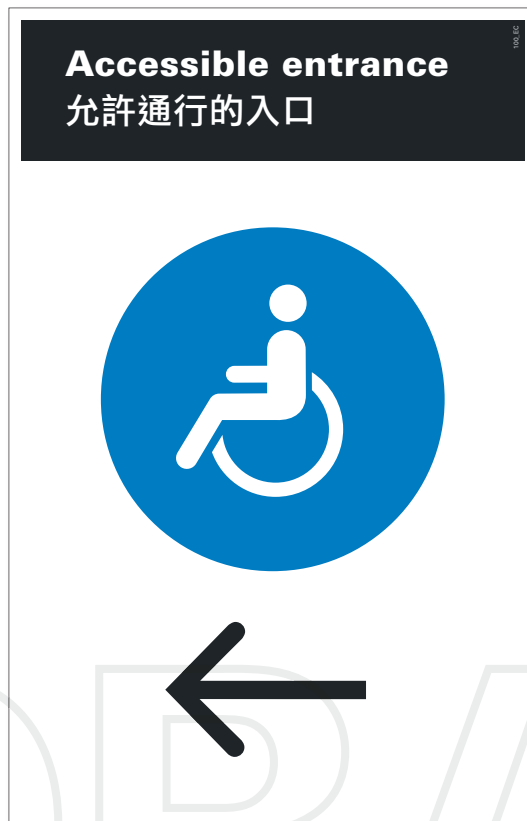


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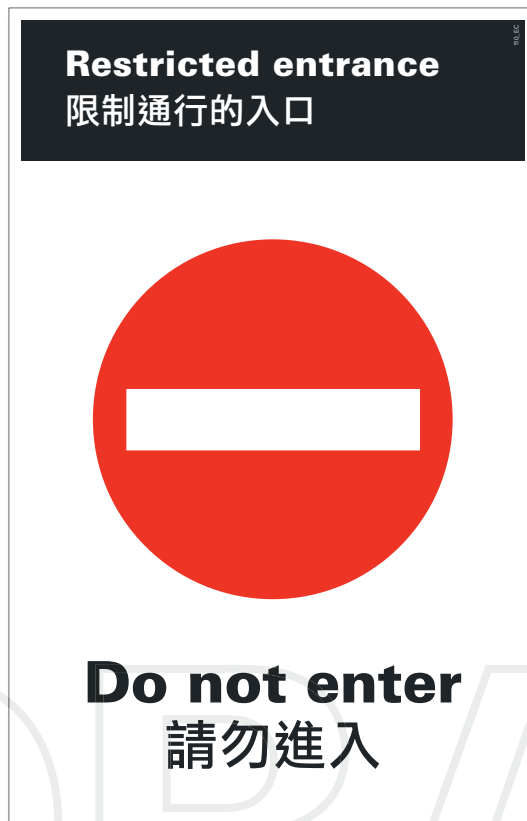
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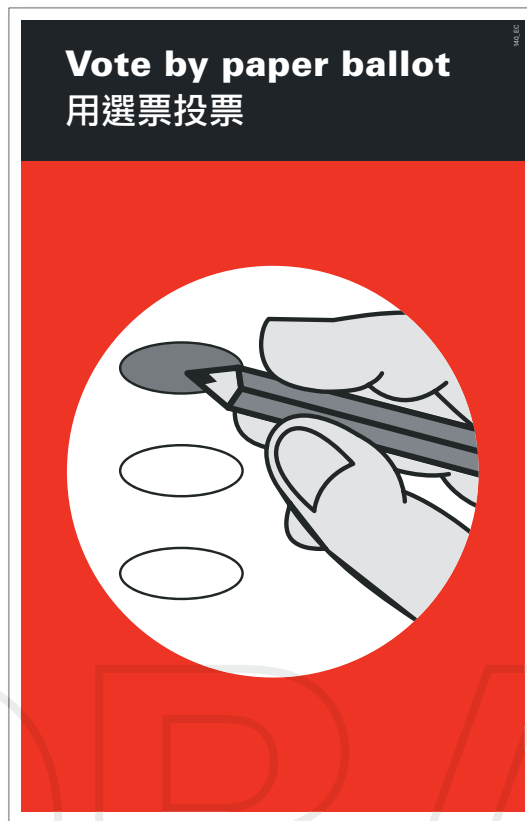
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**File names**

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